

Monday, March 2, 2026

6:30 PM

McFarland Municipal Center
5915 Milwaukee St, McFarland
Community Room

AGENDA

The public may attend in-person or remotely through the Zoom webinar or telephone options listed below. *Please Note: Virtual attendance is offered as a convenience, but technical difficulties beyond the Village's control may prevent or limit its availability at any meeting. The public is encouraged to attend the meeting in person to assure full access to the proceedings.*

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/89535514212>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 895 3551 4212

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. Zoom attendees wishing to speak should type their name, address, and the relevant agenda item in the Q&A feature within the online meeting platform. Zoom attendees may also register in support or opposition of an item through the Q&A feature. In person attendees should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to public.safety@mcfarland.wi.us to be included with the agenda materials.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the February 2, 2026 meeting.
4. BUSINESS.
 - a. Public Hearing - Changes to the Village's Tourist Rooming House Ordinance.
 - b. Discussion and recommendation on changes to Village's Tourist Rooming House(AKA short term rental) Ordinance.
 - c. Discussion and recommendation on Ordinance 2026-04: an ordinance increasing municipal court fees.
5. SCHEDULE NEXT MEETING DATE.
 - a. Thursday, April 9, 2026 at 6:30 p.m.
6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND
Public Safety Committee Minutes

Monday, February 2, 2026 - 6:30 PM

1. CALL TO ORDER, ROLL CALL.

Members present: Miguel Peña, Ken Boyd, Shannon Morrison, Lori Peterson, Mary Ann Picone.

Members not present: Dottie Olson, Pat Shellenberger.

Staff Present: Chief Dennis, Chief Redman, Deputy Administrator Cassandra Suettinger, Village Attorney Evans, Office Assistant Erin Brennan.

Village Trustee Ken Boyd called the regular meeting of the Public Safety Committee to order at 6:34p.m. in the community room.

2. PUBLIC APPEARANCES.

- a. This is an opportunity for attendees to provide public comment on matters that are not on the agenda. Attendees desiring to provide public comment on specific items on the agenda may do so at the time that agenda item is brought up. Zoom attendees wishing to speak should type their name, address, and the relevant agenda item in the Q&A feature within the online meeting platform. Zoom attendees may also register in support or opposition of an item through the Q&A feature. In person attendees should fill out a public comment form and turn into the meeting chairperson. When you are called upon to speak, state your name, address, and provide your public comment. Please adhere to the 3-minute time limit. Written comments will not be read into the record during the meeting but may be sent to public.safety@mcfarland.wi.us to be included with the agenda materials.*

Christine Olgren at 4518 Bellevue Ct. voiced concern about a lack of ordinance regarding tourist rooming houses.

3. APPROVAL OF MINUTES.

- a. Motion to approve the minutes of the 12-1-2025 meeting.*
Motion by Village Trustee Ken Boyd, second by Village Trustee Miguel Peña, to approve the minutes of the 12-1-2025 meeting. Motion carries 5 - 0 - by acclamation.

4. BUSINESS.

- a. Discussion on review of the Village's Tourist Rooming House(AKA short term rental) Ordinance.*
The board members discussed and asked questions about the Village's Tourist Rooming House Ordinance. Village Attorney Evans discussed details and answered clarifying questions regarding the current/proposed ordinance. Everyone was in agreement to hold a public motion hearing on March 2, 2026.

- b. Discussion and recommendation on an ordinance to impound vehicles operated by reckless drivers.*
Chief Redman discussed and recommended an ordinance to impound vehicles operated by reckless drivers. Board members asked clarifying questions. Motion by Village Trustee Ken Boyd, second by Village Trustee Miguel Peña, on recommendation on an

ordinance to impound vehicles operated by reckless drivers to the village board. Motion carries 5 -0 by acclamation.

c. Discussion and recommendation on an ordinance related to the regulation of hemp related products.

Chief Redman discussed the recommendation on an ordinance on the sale of hemp related products. Motion by Village Trustee Ken Boyd, second by Village Trustee Miguel Peña, to recommend approval and recommendation on an ordinance related to the regulation of hemp related products to the village board. Motion carries 5 - 0 by acclamation.

d. Discussion and recommendation of removal or modification of ordinance 35-283 Registration of Bicycles.

Chief Redman discussed the reasoning of removal of ordinance 35-283 registration of Bicycles. Motion by Trustee Ken Boyd, second by Trustee Miguel Pena, for recommendation of removal of ordinance 35-283 Registration of Bicycles to the village board. Motion carries 5-0 by acclamation.

5. SCHEDULE NEXT MEETING DATE.

a. March 2, 2026

6. ADJOURNMENT.

Motion by Village Trustee Ken Boyd, second by Village Trustee Miguel Peña, to adjourn at 8:05p.m.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin board in accordance with Open Meetings Law.

Respectfully submitted,
Erin Brennan
Office Assistant


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, March 2, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT:

AGENDA ITEM: Public Hearing - Changes to the Village's Tourist Rooming House Ordinance.

PREVIOUS ACTION:

ISSUE SUMMARY:

The attached memo provides an overview of the history of the Village's Tourist Rooming House Ordinance as well as information on changes the Village is considering making to the ordinance. At its February 2nd Public Safety Committee meeting, the Public Safety Committee approved holding a public hearing to hear feedback on the proposed changes. Staff sent notices out to current TRH permit holders as well as all properties within 500 feet of an active Tourist Rooming House permit. Additionally, the Village publicized the hearing through its various communication mediums, including the website, electronic newsletter, and various social media changes.

The Public Safety Committee will hold a public hearing on the following changes to the Tourist Rooming House ordinance, including but not limited to:

1. Require a 7-day minimum stay for all Tourist Rooming House operators.
2. Require TRHs to limit their operators to one 180-day period every 365 days.

Written feedback received by the time of the publishing of the packet have been included for the Committee's review. Additionally, public testimony will be taken at the Public Safety Committee meeting. Those wishing to speak will be provided 3 minutes to provide their testimony and feedback on the proposed changes. For additional information on the Village's Public Comment policy, please visit:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. TRH Memo - UPDATED - 02.26.2026



2. Appendix A - Trustee Leamy Referral
3. Appendix B - Attorney Evans TRH Memo
4. TRH Research - 01.30.2026
5. Anonymous - Public Notice Feedback - Tourist Rooming House Ordinance
6. Charlie, W Public Notice Feedback - THR Ordinance Updates_Redacted
7. Graham - Public Notice Feedback - TRH Ordinance updates
8. Harkins, R - Public Notice Feedback - TRH Ordinance Updates_Redacted
9. McDonald, Todd - 02.23.2025 TRH Feedback
10. Public Notice Feedback - Public Hearing on Tourist Rooming House Ordinance (002)_Redacted
11. Public Notice Feedback - TRH Ordinance Updates (002)_Redacted
12. 02.02.02 S Alf - TRH Feedback
13. 02.02.02 K Carl - TRH Feedback
14. Tourist Rooming House TRH
15. 01.20.26 Dillman TRH Letter
16. 01.21.26 - Input and Recommendation to McFarlands TRH Ordinance
17. Cappozzo_TRH_Support_Letter
18. Barber, L Public Notice Feedback - Short Term Rentals public meeting 3-2-2026_Redacted
19. Bouffiou, T Public Notice Feedback - TRH Ordinance updates_Redacted
20. Davenport, E Public Notice Feedback - TRH Ordinance Updates_Redacted
21. Baumgartner, S Public Notice Feedback - Tourist Rooming House (AKA Short Term Rentals) Public Hearing_Redacted
22. Byers, A Tourist Rooming House Ordinance_Redacted
23. Kamnetz, L Public Notice Feedback - TRH Ordinance Updates_Redacted
24. mcfarland_public_safety_letter_dave_katie_cappozzo_onepage_v2 (002)_Redacted
25. Nelson, S Public Notice Feedback - TRH Ordinance Updates_Redacted
26. Rogers, B Public Notice Feedback - TRH Ordinance Updates_Redacted
27. Unke Letter_Redacted
28. Olgren Letter_Redacted

MEMORANDUM

To: Public Safety Committee

From: Cassandra Suettinger, Deputy Administrator Clerk

UPDATED – February 26, 2026

RE: Tourist Rooming House Ordinance

Background

On March 13, 2017, the Village adopted an ordinance to regulate Tourist Rooming Houses. In the preceding years, the Village had begun to experience issues with nuisances associated with TRH's and adopted the ordinance to allow a process to manage those nuisances.

In November of 2017, the Wisconsin Legislature passed the Right to Rent law which provided a new law to protect the ability of the homeowners to rent out their homes on a short-term basis.

In April of 2021, in response to the right to rent law, the Village removed several provisions of the original TRH ordinance found to be unlawful in light of the Right to Rent Law including removal of the one TRH per 1000 feet density requirement and removal of the requirement that a person shall only be allowed to own or operate one TRH in the Village at one time.

In 2023, the Village undertook a comprehensive review of the Village's Tourist Rooming House Ordinance. The review was conducted over multiple meetings and spanned a couple of different public hearings. Changes included:

1. Updating Maximum occupancy to be 2 per legal bedroom.
2. Updating Parking regulations to mirror parking requirements of zoning code.
3. Provide a minimum stay of 7 days for TRHs except Village Residents and Village Business. Village Residents and Village Businesses can rent for 1-6 days and do not have a minimum stay requirement.

Changes were approved on July 11, 2023. The changes became effective immediately thereafter for new applications. For current TRH permit holders at the time of the ordinance change, the changes did not go into effect until the July 1, 2024, through June 30, 2025 Tourist Rooming House Permit Period.

Permit/Room Tax Data

In 2017, the Village adopted a room tax ordinance. All TRHs are required to collect the 8% Room Tax for all rentals. 70% of the room tax collected go to the Village's Tourist Entity which is currently comprised of members of the McFarland Chamber of Commerce. The Village retains the remaining 30% of these revenues for administration purposes as allowed by state law. Adoption of the tax has allowed the Village to track annual sales associated with TRHs within the Village. Below is data since creation of the room tax became effective:

Year	Total Room Tax Revenues	Gross TRH Sales	Total TRH Applications	Total TRH Application Approvals
2018	\$1,615.58	\$20,194.75	2	2
2019	\$7,075.99	\$88,449.88	3	3
2020	\$8,289.11	\$103,613.88	2	2
2021	\$8,434.23	\$105,427.88	4	4
2022	\$12,438.49	\$155,481.13	9	9
2023	\$28,086.58	\$351,082.25	9	9
2024	\$41,162.24	\$514,528.00	10	10
2025	\$52,330.73	\$654,134.13	12	12

Tourist Rooming House Complaints/Incidents

Only one complaint/incident has been recorded to date at an active TRH permitted residence. In 2022 a TRH violated the maximum occupancy requirement by taking a group photo of a wedding party. The Police Department does not have any other incidents/violations that have been reported to date. Additionally on February 22nd an additional complaint was received regarding a TRH being a nuisance. The complaint came in after the fact and the Police Department was unable to respond directly at the time of the complaint.

Referral

On January 13, 2026. Trustee Alisa Leamy referred review of the Tourist Rooming House ordinance to the Public Safety Committee(Attached to this memo as Appendix A). The Village Board approved referral and review of the ordinance to the Public Safety Committee. The recommended referral requests the Public Safety Committee review the current Tourist Rooming House ordinance to consider the changes. The Village Board noted all possible regulatory changes can be explored through the review, but specifically requested the following revisions be considered for change within the current ordinance:

1. Require a 7-day minimum stay for all Tourist Rooming House operators.
2. Require TRHs to limit their operators to one 180-day period every 365 days.
3. Explore adding zoning/density limits to neighborhoods to prevent clusters of short-term rentals.*

*While exploring zoning/density limits to neighborhoods to prevent clusters was part of the original recommendation, in conjunction with the Village Attorney, the Public Safety Committee confirmed a regulation of this nature would conflict with the right to rent law and thus are not recommending the change move forward for future consideration.

(Trustee Leamy’s full referral is attached with additional data)

Additionally a Memo from Attorney Evans is included in the packet providing more information on the Right to Rent law, and permissible options for regulating Tourist Rooming Houses.

At its February 2nd Public Safety Committee meeting, the Public Safety Committee approved holding a public hearing to hear feedback on the proposed changes. Staff sent notices out to current TRH permit holders as well as all properties within 500 feet of an active Tourist Rooming House permit. Additionally, the Village publicized the hearing through its various communication mediums including the website, electronic newsletter, and various social media changes.

Attached are public comments received regarding the proposed changes for consideration by the committee.

Review/Engagement Plan Process:

Review schedule:

1. *March 2, 2026 – Public Hearing at Public Safety Committee* – The Public Safety Committee would plan to hold a public hearing on the matter and accept feedback from the community. This feedback would likely include both the public, current TRH owners/operators, and neighbors of current properties permitted to operate a Tourist Rooming House. The Committee will begin discussion on changes to the ordinance to formulate a recommendation to the Village Board on the requested changes. The Committee may or may not make a recommendation at the March 2nd meeting. If additional information or time are needed, the matter would be taken up again at the April 9, 2026, meeting.
2. *April 9, 2026 – IF NEEDED (Note: Due to the election, the April meeting will be held on Thursday April 9th).* Additional discussion by the Public Safety Committee and provide a recommendation to the Village Board regarding the Village’s current TRH Ordinance.
3. *April 21, 2026* – The Plan Commission would hold a public hearing on the matter and provide a recommendation to the Village Board.
4. *April 28, 2026* – The Village Board would receive the recommendation from the Public Safety Committee and Plan Commission and be the final decision maker on the recommended changes.

Village Board Trustee Referral Form

Requested By

Trustee Leamy

Item/Issue Referral

Since Jan 1 2024 (new tourist rooming house ordinance went into place July 11 2023), there have been 5 new tourist rooming house permits submitted (2 in process?). Out of those 5 new permits, 4 are water-front properties. This would bring the total to 12 tourist rooming houses in the village, with 75% of the properties clustered on McFarland's waterfront.

Action/Referral Request

I request that the Public Safety Committee review the current tourist rooming house ordinance and consider adding additional criteria to our ordinance including a 7 day minimum stay for all operators, operation of TRH only 180 days of the year, and the potential to add zoning /density limits to neighborhoods to prevent clusters of short term rentals in certain areas.

Request Referral to (Please select all that apply)

- Public Safety Committee

Background Information

2023 Ordinance updates approved by Village board July 11 2023:
<https://mcfarlandwi.portal.civicclerk.com/event/1517/files/attachment/14809>
Please see attached document with screenshot of McFarland map which includes active tourist rooming house locations

Attachments

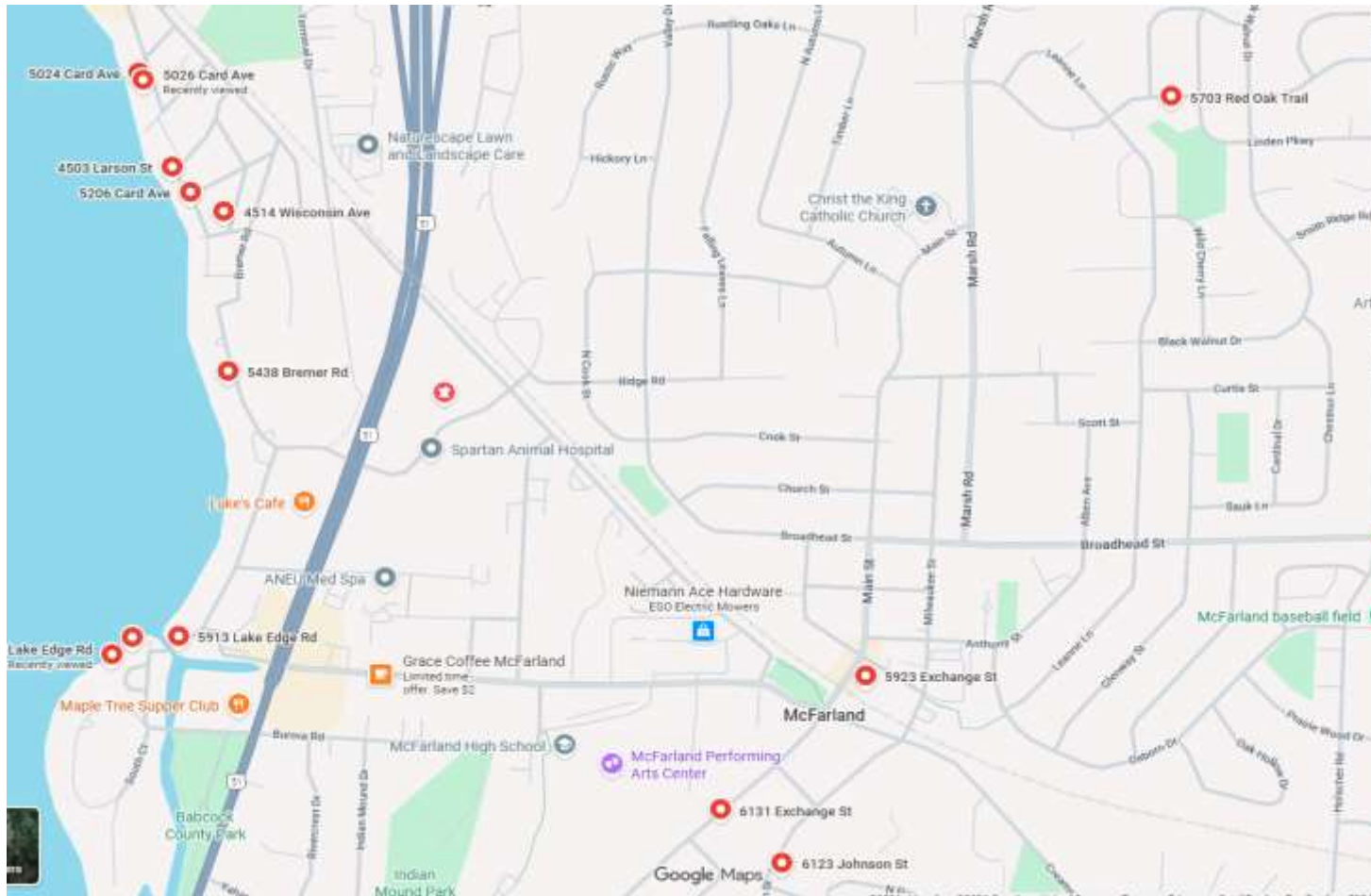
TRH Listing - w map 11.11.2025.xlsx

Permit Holder	Property Address	On Water	Residency	Permit Start Date	Permit End Date	2022 - 2023	2023-2024	2024-2025	2025-2026
Matthew Duffy/Qwest Sustainabilities LLC	5703 Red Oak Trl	No	Resident	July 1, 2022	N/A	Yes	Yes	Yes	Yes
Nora Bird/Nick Hougas/Team Bird Training LLC	4514 Wisconsin Ave	Yes	Resident	Prior to 2022	N/A	Yes	Yes	Yes	Yes
Wendy Unke	5438 Bremer Rd	Yes	Resident	Prior to 2022	N/A	Yes	Yes	Yes	Yes
McFarland House Café Inc/Ohearn Ventures LLC	5923 Exchange St	No	Resident	May 13, 2022	N/A	Yes	Yes	Yes	Yes
TSM Rentals/Todd MacDonald	5024 Card Ave	Yes	Resident	Prior to 2022	N/A	Yes	Yes	Yes	Yes
6131 Exchange LLC	6131 Exchange St	No	Resident	December 15, 2022	N/A	Partial	Yes	Yes	Yes
Waubesa Performance Property Management LLC	6008 Lake Edge Rd	Yes	Resident	July 1, 2023	N/A	No	Yes	Yes	Yes
Vinatype Waubesa LLC	4503 Larson St	Yes	Non-Resident	August 19, 2024	N/A	No	No	Partial	Yes
Sarah Nelson	6123 Johnson St	No	Resident	January 16, 2025	N/A	No	No	Partial	Yes
Dawn Cherek	5913 Lake Edge Rd	Yes	Non-Resident	May 1, 2025	N/A	No	No	Partial	Yes
Axis Holdings LLC	5026 Card Road	Yes		TBD?					
Axis Holdings LLC	6016 Lake Edge	Yes		TBD?					

Applications over the years sometimes vary in the actual name of the permit holder - I have attempted to list the varying names that licenses have been held under over the years

Did not apply during the time that residency was part of the application process - I made assumptions based on the permit holder's address in the prior applications

75% on Water



APPENDIX B

REUTER, WHITISH & EVANS, S.C.

Attorneys at Law
4600 American Parkway, Suite 104
Madison, Wisconsin 53718

ALLEN D. REUTER
BARBARA O. WHITISH (1953-2013)
DANIEL J. EVANS
DAVID D. RELLES (Of Counsel)
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TELEPHONE
(608) 250-9053

FACSIMILE
(608) 250-9054

MEMORANDUM

To: Cassandra Suettinger
From: Attorney Daniel Evans
Date: January 28, 2026
Re: Regulation of Short-Term Rentals

Short-term rentals, also known as Tourist Rooming Houses (TRHs), are residential dwellings rented for less than 30 consecutive nights, often through third-party platforms like VRBO and Airbnb. The Village currently regulates TRHs and requires a permit to operate the same. This memorandum addresses current state law regarding TRHs and options the Village has in regulating TRHs further.

I. Wisconsin's Right to Rent Law.

The Village's regulatory options over TRHs are governed by Wisconsin's Right to Rent law. In 2017, the Wisconsin State Legislature enacted the Right to Rent law, Wis. Stat. § 66.1014, to provide owners the right to rent their residential properties as short-term rentals. That law is attached at the end of this memorandum for reference. At the time the law was passed, some communities had enacted restrictions on the operation of short-term rentals, and the law was intended to limit municipal authority to ban short-term rentals outright. Under the Right to Rent law, municipalities may not prohibit short-term rentals of between 7 and 29 days, but municipalities may prohibit short-term rentals of 6 days or less. A municipality may also limit the use of short-term rental to a block of 180 days every 365 days but cannot limit the start date of that rental period. Under the Right to Rent law, a municipality may also require a license or permit for short-term rentals operated more than 10 nights per year. Furthermore, a municipality may enforce other ordinances that do not conflict with the Right to Rent law, such as health and safety regulations.

II. Available Options for the Village.

The Village's current TRH ordinance generally covers health and safety issues along with other common problems associated with short-term rentals. The Village may consider amending the ordinance to provide for additional regulations. Please note that any proposed changes should be considered in context of any additional administrative work and enforcement requirements. Regulations such as the Village's TRH ordinance require time and resources to administer and enforce. This time and expense should also be factored into any contemplated changes to the

ordinance. By its very nature, this type of ordinance is difficult to enforce unless there is a complaint and evidence of the violation is found to either revoke a license or impose a forfeiture through a municipal citation.

1. **The Village may prohibit all TRH rentals of fewer than 7 days.** Currently, the Village limits 1-6 day rentals to those properties owned by Village residents or Village businesses. This restriction does not conflict with the Right to Rent law. The Village may decide to amend the TRH ordinance to prohibit all short-term rentals of fewer than 7 days. As a matter of enforcement, a prohibition on all rentals of 6 days or less is easier to enforce than providing other restrictions (such as requiring the homeowner to be present). For enforcement purposes, it will be easier to monitor VRBO or Airbnb for advertised rentals in McFarland for periods of time less than 7 days.

2. **The Village may limit TRH rentals to one 180-day block per 365-day period.** Additionally, the Village may restrict the operation of a short-term rental to one 180-day block, determined by the property owner. For some communities, this limitation may preserve the use of a short-term rental to seasonal use, but this may not be a concern in the Village as it may be for other communities where vacation rentals are prevalent, such as Door County. Still, the Village has the authority to impose these additional restrictions, but whether to do so is a policy decision. Given that the Village is a lake community, it is likely that most TRH owners will elect to have a 180-day period run during the summer and fall seasons.

3. **The Village may impose additional health and safety restrictions, if appropriate.** Although the Right to Rent law prohibits a municipality from banning short-term rentals of 7 to 29 days outright, a municipality may regulate the operation of TRHs through general police powers, so long as those regulations are not inconsistent with the Right to Rent law. In general, *police powers* are defined as those powers to protect the health, safety and welfare of a community. As stated by the Wisconsin Supreme Court, the exercise of police powers, by means of an ordinance or other regulation, must have a reasonable and rational relationship to the purpose of the ordinance or regulation. *See State v. Jackson*, 60 Wis. 2d 700, 1973. Regulations already in place under the Village's TRH ordinance are a valid exercise of municipal police powers, as they provide protections for the renters, neighbors, and the community in general. For example, the TRH ordinance provides for an inspection by the fire inspector, and the requirement of a nuisance response plan.

Under the Village's current TRH ordinance, there are significant health and safety related restrictions already in place. The Village may consider additional restrictions over issues that may have been reported as a problem for short-term rentals. Please note that Village ordinances of general application also apply to short-term rentals. For example, under the Village's property maintenance code, residential properties must be maintained to a certain standard, and there are limits to parking of vehicles outside residential properties. Zoning regulations also apply. For example, a TRH in a residential district that is used for purposes of holding exercise classes or a commercial product demonstration may violate a zoning regulation, and citations could be issued against the violator and property owner. Any additional restrictions considered under the TRH ordinance should first be reviewed in context of the current code (to confirm that another regulation does not already cover the area of concern) as well as how the new regulation will be enforced.

Any additional restrictions should be based on real concerns that would be a basis for further regulation.

Additional questions are addressed as follows:

1. **May the Village impose a density limit on TRHs?** No. A Village regulation that imposes a limit on the density of TRHs is inconsistent with the Right to Rent law. A density regulation would be, for example, prohibiting TRHs from operating next to one another, or limiting the number of TRHs in a neighborhood. Such a restriction is unenforceable because the Right to Rent law generally prohibits municipalities from prohibiting the rental of any residential dwelling.
2. **May the Village require all TRHs be owner occupied?** No. The Village can restrict rentals of 1-6 days as owner occupied, but under the Right to Rent law municipalities cannot prohibit the rental of residential dwellings for periods of 7-29 days.
3. **May the Village limit areas where TRHs may operate through zoning regulations?** Not directly. Zoning regulations limit the location of residential dwellings in the Village (in residential districts). However, the Village could not limit where TRHs occur in these residential districts because that restriction would clearly conflict with the Right to Rent law. For example, the Village cannot create an overlay district thereby prohibiting certain dwellings in that district from being used as a TRH.
4. **May the Village prohibit rentals of less than 7 days.** Yes, clearly under the Right to Rent law, a municipality may prohibit rentals of 6 days or less.
5. **May the Village require rentals of less than 7 days be owner occupied residences?** Yes. The Right to Rent law does not prohibit restrictions on rentals of 1-6 days, such as requiring owner occupancy. But enforcement of a restriction could be difficult, as it would be the Village's burden to show in any enforcement process that the property is not owner occupied.
6. **May the Village limit the number of 1-6 day rentals to fewer than 30 days a year?** Yes. Like the answer above, the Right to Rent law does not prohibit restrictions on rentals of 1-6 days, including a restriction limiting the number of 1-6 day rentals permitted per year. However, it would be difficult to prove when a property is rented for more than 30 days of 1-6 day rentals though unless a permittee provides regular reports to the Village of the number days the property is rented.
7. **May the Village limit short-term rentals of 7-29 days to only 30 days per year, if not owner occupied?** No. Some municipalities have attempted to limit non-owner occupied short-term rentals to 30 days per year, even those rentals of 7 days or longer. Such a restriction conflicts with the Right to Rent law.
8. **May the Village limit TRH's to only owner-occupied residences?** No, except those rentals of 1-6 days.

9. **May the Village limit short-term rentals to a consecutive 180-day block every 365 days?** Yes. That restriction is clearly permitted under the Right to Rent law. Please note that the Village's TRH annual permit begins every July 1, but the permit start date cannot prohibit a 180 day block that overlaps the permit start date. For example, we cannot say that the 180 day block can only begin July 1, thereby prohibiting rentals in June. In other words, a TRH operator would be allowed to have a start date say May 1st and run 180 consecutive days thereafter, even though the permit would be renewed July 1st.

III. Effective Date of Amendments.

If the Village intends to implement changes to the TRH ordinance (such as limiting or prohibiting 1-6-day rentals), the effective date should be considered in context of current TRH permits. Under section 11-355 of the TRH ordinance, a permit is effective from July 1st through June 30th the following year. For non-permit holders, a new ordinance can be effective immediately, but for existing permit holders, I recommend any changes to the TRH ordinance be made effective the date of a new licensing period, that is July 1, 2026. This way, existing rights under an active permit are not impacted by a new ordinance, but would be effective when the permit is renewed for the new licensing period.

IV. Conclusion.

The Village may consider making changes to the current TRH ordinance, and I recommend that any proposed changes be reviewed by legal counsel to ascertain compliance with the Right to Rent law, as well as to confirm that no other current ordinances provide the similar regulations.

Wisconsin's Right to Rent law:

66.1014 Limits on residential dwelling rental prohibited.

(1) In this section:

(a) "Political subdivision" means any city, village, town, or county.

(b) "Residential dwelling" means any building, structure, or part of the building or structure, that is used or intended to be used as a home, residence, or sleeping place by one person or by 2 or more persons maintaining a common household, to the exclusion of all others.

(2)

(a) Subject to par. (d), a political subdivision may not enact or enforce an ordinance that prohibits the rental of a residential dwelling for 7 consecutive days or longer.

(b) If a political subdivision has in effect on September 23, 2017, an ordinance that is inconsistent with par. (a) or (d), the ordinance does not apply and may not be enforced.

(c) Nothing in this subsection limits the authority of a political subdivision to enact an ordinance regulating the rental of a residential dwelling in a manner that is not inconsistent with the provisions of pars. (a) and (d).

(d)

1. If a residential dwelling is rented for periods of more than 6 but fewer than 30 consecutive days, a political subdivision may limit the total number of days within any consecutive 365-day period that the dwelling may be rented to no fewer than 180 days. The political subdivision may not specify the period of time during which the residential dwelling may be rented, but the political subdivision may require that the maximum number of allowable rental days within a 365-day period must run consecutively. A person who rents the person's residential dwelling shall notify the clerk of the political subdivision in writing when the first rental within a 365-day period begins.

2. Any person who maintains, manages, or operates a short-term rental, as defined in s. [66.0615 \(1\) \(dk\)](#), for more than 10 nights each year, shall do all of the following:

a. Obtain from the department of agriculture, trade and consumer protection a license as a tourist rooming house, as defined in s. [97.01 \(15k\)](#).

b. Obtain from a political subdivision a license for conducting such activities, if a political subdivision enacts an ordinance requiring such a person to obtain a license.

Analysis of neighboring and comparable communities

Town of Dunn

1-6 day stays

- Allowed if the property is the owner's primary residence and no more than two bedrooms are offered for rent.
- Restricted to 30 days per year if the owner is not present during the rental.
- No restriction on days per year if the owner is present during the rental.

Stays of 7 to 29 days

- May not operate more than 180 in any consecutive 365-day period.

Madison

Stays of 1-6 Days

- must be the host's primary dwelling while operating a TRH and for the 12 consecutive months prior to the beginning operation of a TRH.
- If the owner does not occupy the dwelling during the rental, the TRH may not operate more than 30 days per licensing year.

Stays of 7 to 29 days

- requires a Zoning Tourist Rooming House Permit.
- May not operate more than 180 in any consecutive 365-day period.

Monona – Passed two years

Stays of 1-6 Days

- Only allowed for owner occupied properties.
- If the owner occupies the property at the time of the rental, there is no limit on the number of days a year they can stay.
- If the owner does not occupy the property at the time of the rental, they can only operate 30 days per permitting year (this prohibition is specific to the 1-6 day rentals). Additionally, if it is not owner occupied at the time of the rental, it cannot be rented to multiple people
- *Stays of 7 to 29 days*

Stays of 7 to 29 days

- Allowed for non-owner occupied properties and

- May not operate more than 180 in any consecutive 365-day period.

Middleton –

Stays of 1-6 Days

- Only allowed for owner occupied properties.
- If the owner occupies the property at the time of the rental, there is no limit on the number of days a year they can stay.
- If the owner does not occupy the property at the time of the rental, they can only operate 30 days per permitting year (this prohibition is specific to the 1-6 day rentals). Additionally, if it is not owner occupied at the time of the rental, it cannot be rented to multiple people
- *Stays of 7 to 29 days*

Stays of 7 to 29 days

- Allowed for non-owner occupied properties and
- May not operate more than 180 in any consecutive 365-day period.

City of Verona

Stays of 1-6 Days

- Not allowed

Stays of 7 to 29 days

- No additional restrictions

Sun Prairie

No Ordinance.

Oregon

No Ordinance.

Deforest

No Ordinance

Shorewood Hills

Stays of 1-6 Days

- Not allowed

Stays of 7 to 29 days

- Regulated through zoning permit.



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Project Name, as identified on notice Tourist Rooming House Ordinance

Comments/Feedback

Comment(s)/Feedback about the project/initiative Our family lives within 500 feet of the Johnson Street house. The person who bought the house fixed it up and made it look so nice. Our property values have likely increased due to the improvements made. We are not bothered by the people who rent the home. The house costs enough to rent that only considerate people would rent it.

I disagree with the new ordinances you are suggesting. I think these would put an undue burden on the owner of the home. It would limit their income significantly for th purpose of their original purchase. In addition, if there was a rowdy renter, they would be there for at least a week vs just a weekend.
There is no good reason for this change.

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback? No, I do not wish to be contacted.



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Charlie
First Name (Optional)	Wayne
Address (Optional)	[REDACTED]
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	THR Ordinance Updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative	THR Ordinance Updates I suport changes to the current ordinance 1. Requiring a 7-day minimum stay for all THR permits. 2. Limit THR operations to one 180-day period per 365-day period.
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Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?	Yes, I would like to be contacted.
How would you like to be contacted by a Village staff member?	E-mail
E-mail Address	[REDACTED]



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Graham
Project Name, as identified on notice	TRH Ordinance updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative	As a long time, resident with three of these tourist rooming houses nearby I support the changes in the ordinance. With the current housing shortage as a village, we should be supporting long-term rentals to provide for families and individuals who want to become a part of our community.
--	--

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Harkins
First Name (Optional)	Ryan
Address (Optional)	[REDACTED]
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	TRH Ordinance Updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative	I'm am writing in opposition to the proposed changes to the TRH Ordinance Updates. McFarland does not have a lot of options for local accommodations for tourists and visitors, and the proposed limitations on rental minimum stays and days per year just seems completely unnecessary. Short term rentals are a great option to allow visitors weekend stays in the area and bring tourist dollars to the Village. Please vote down the entirety of the proposed changes.
--	--

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?	No, I do not wish to be contacted.
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From: Todd MacDonald <tsmrentals@gmail.com>
Sent: Monday, February 23, 2026 11:07 AM
To: Village Clerk
Subject: Concerns Regarding Proposed 7-Day Minimum for Short-Term Rentals and 180-day Operating Window

Subject: Concerns Regarding Proposed 7-Day Minimum for Short-Term Rentals and 180-day Operating Window

Subject:
Concerns Regarding Proposed 7-Day Minimum for Short-Term Rentals and 180-day Operating Window

Members Public Safety Committee
Village of McFarland
5915 Milwaukee Street
McFarland, WI 53558

Dear Members of the Public Safety Committee:

My name is Todd MacDonald, and I am a licensed and law-abiding short-term rental owner here in the Village of McFarland. I am writing to respectfully express my opposition to the proposed regulation that would require short-term rentals to be limited to stays of seven days or more and the Village's edict of imposing a 6-month (180-day) operating window stipulation.

In my experience as a host on VRBO, the vast majority of my bookings—approximately 90%—are for stays of less than seven nights. These visits are typically tied to events in the Madison area, including Wisconsin Badgers football games, weddings, family reunions, and graduations at University of Wisconsin–Madison. These events occur throughout the year. I have hosted guests for Christmases on the lake, football games in the Fall, Summertime and Spring weddings, etc. etc. To pigeon hole my rental into a 180-day rental window effectively eliminates half of my rental income. Also, because only about 10% of my rentals have been for seven days or longer, a seven-day minimum would eradicate most of my business.

I believe this proposed regulation is neither pro-business nor reflective of the realities of our local economy. McFarland benefits from its proximity to Madison and the University, and many visitors prefer staying in a quiet residential community while attending events nearby. These guests are not long-term tenants—they are families, alumni, and visitors who come for specific occasions and leave within a few days. As I've stated, these renters are not seasonal—they stay at my rental year-round.

Importantly, my guests contribute directly to local businesses. They dine in local restaurants, purchase gas and groceries, and shop in our community. Short-term rentals like mine help bring additional revenue into the Village without requiring public infrastructure expansion or long-term service commitments.

I also want to emphasize that I take pride in operating responsibly. I have earned over 200 five-star ratings on VRBO, which reflects my commitment to maintaining a high-quality property, screening guests carefully, and being respectful of my neighbors and the community. I have operated my VRBO for 11 years, and in that time, I have never received complaints from neighbors. I comply with all applicable licensing and tax requirements and strive to be a positive presence in the Village. I welcome and accommodate all guests, and my property is handicap-accessible to ensure everyone can enjoy a comfortable stay.

My property taxes and fees for the VRBO have increased significantly in recent years. The Village benefits as my additional property taxes, licensing and fees have generated thousands of dollars for the Village. Furthermore, my rental employs a qualified team of individuals to manage and maintain the property for guests. I firmly believe that responsible short-term rentals like mine contribute positively to the financial health of our community. If the Village mandates the changes indicated, will my licensing and fees be reduced by half to account for these proposed changes?

I respectfully urge the Public Safety Committee to reconsider the seven-day minimum requirement/180-day operating window and instead pursue a balanced approach that supports responsible property owners while preserving neighborhood character. I would welcome the opportunity to participate in any discussions or forums on this issue.

Thank you for your time and thoughtful consideration.

Sincerely,

Todd MacDonald
McFarland, Wisconsin



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Crowley
First Name (Optional)	Adam
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	Public Hearing on Tourist Rooming House Ordinance

Comments/Feedback

Comment(s)/Feedback about the project/initiative

I have lived and enjoyed Lake Waubesa my entire life, turning 40 in May. My wife is due with our 3rd child first week of March, so due to that timeline I may not be able to attend the meeting, as I desperately want/need to. I have had very positive experiences on Lake Waubesa, as well as the Village of McFarland. I currently own a home on Lake Edge Rd that operates as a STR. With taxes exceeding \$17,000, as well as rising costs in every area of life, we have operated our property as a STR for the past few years.

When I was made aware of this ordinance discussion, my first thought was that something catastrophic had occurred. I suspected the village must have had significant police calls, fire response or noise violations in a property. As I investigated the matter, it's my understanding that of the 12 STR properties in the village, there has only been 1 police call, back in 2022.

I then read all of the submissions from the December 1 2025 meeting and it's clear that neighboring residents simply don't "want them." From all the submissions, there was not one that reflected concrete reasons for altering the ordinance, other than, "I simply don't like them." The submissions are fear mongering, talking about health and safety of a community, yet there is no reported issues to align with the complaints.

Furthermore, these residents present claims about a welcoming and safe community, but their actions in the submitted letters are the exact opposite They further express a desire to move if the ordinance is not altered, to which I would say you're trying to get me to sell and move. Those are meritless arguments. That would be the same as me arguing I don't like gas station congestion and since the village has so many gas stations, I want the village to create an ordinance against the gas stations to not allow them to operate their business.

With that being said, I was immediately confused as to why this topic is on the village agenda once again. A few years ago, the ordinance was changed/alterd, with very little understanding as to why it was revised at that time. The vison

statement of McFarland reads, “McFarland strives to be a community that works for everyone. With smart planning, responsible leadership, and strong local services, McFarland is a great place to live, work and belong.”

STR's allow patrons of McFarland to live and work, aligning directly with the vision statement. Not only have these properties proven to be sought after by visitors, producing \$654,134 in 2025 revenue alone! This revenue helps fund our community and offers incredible amounts of secondary business to local restaurants. You could argue it would be “irresponsible” not to allow these businesses to continue in our community. I'm certainly not saying that is what this group would do, simply stating the obvious.

The Village of McFarland website also promotes the mission statement of the village. That reads, “We serve McFarland by providing everyday services that support community well-being by leading with care, planning with purpose and acting with accountability. We work to earn trust and make decisions that reflect shared values.”

When I read the village mission statement I think I speak for most people when I say that's a mission we can all agree with. I appreciate our community supports community well-being by earning trust and decisions that reflect shared values. I would suspect the values of trust, responsibility and action will be noted in this discussion.

As a property owner I trust the village will not make changes that will catastrophically inhibit our ability to continue to enjoy this community. According to AIRDNA the average length of rental in AirBNB bookings is 3-4 nights. To think a 7-day minimum is acceptable for guests would not be accurate. There are several factors at play, but an obvious one is that most guests cannot afford a 7-day vacation.

When families come to our McFarland community, they regularly stay to spend time with family on our beautiful lake Waubesa, visit other family residing in McFarland, or hosting UW-Madison students in a more family atmosphere, often traveling from outside states.

I believe the value listed surrounding responsibility serves as a reminder that this group has a responsibility to understand all patrons positions and situations. McFarland has a population of nearly 10,000 residents. This group is committing valuable time and resources discussing 12 STR properties. Those values do not seem reflective of where the village time and energy should be spent.

I'm certainly not trying to be combative, but when I evaluate topics I regularly consider the impact they make. I suspect the loudest group of people opposing STR's are neighbors of the properties? I ask, why should their property use be valued at a higher level than a neighbor who offers STR within their property? A STR resident provides more financial support to the community than properties that choose not to offer their homes to guests.

I currently live amongst several long-term rental properties. I don't suspect that if I expressed displeasure to the board about letting LTR's in the community, any action would be taken. To classify as a LTR, it's 30 days or more....My understanding is LTR's have no added rules or restrictions compared to any other resident in McFarland. We allow 30 day residents into the community but not 3 days?

My point is this restriction isn't fair. The Village core value of “Action” says the Village will focus on “real, practical outcomes that serve our residents.” If this ordinance proposal changes it would have a real negative impact on the residents the village is elected to serve. I can appreciate the loudest residents against STR's would rejoice, but I don't understand why they are even upset. These guests in our community are not causing negative impact due to noise violations, police calls, or fire response.

The Babcock Park Campground nearly borders my property. That is a STR of

land. I understand that park is in the Town of Dunn but my point is that I don't think this group would alter an ordinance if it was in the Village of McFarland to align with a 7 day stay minimum. Like I said, that would not be right or make sense as most campers stay a weekend (3-4 days) not 7.

Living so close to Babcock, I personally know that property has police response much more regularly than what the STR's in the community have. I know last year I saw police and fire at the property during summer on at least one occasion. I'm not saying anything should or need to be altered there, I'm simply using that to illustrate a point. Camping is STR's and we have it right next door to my property.

Another example could be made about the Wine Bar that just went into town. To be clear, I have no issues with capitalism or local businesses, I do nothing but support them. My point is, if I posed an ordinance to not allow the wine bar to sell more than a single glass of wine because I own a restaurant/bar, I believe the village would laugh me out of this room, with that request. That would have incredible negative impacts to the wine bars ability to operate a successful business in our community. It would be a ludacris idea.

That is the same level of impact a 7 day minimum would have on all existing STR's in our community. To make this change you could argue would be anti-capitalism. I believe local government is here to support small business, not discourage or "kill it." McFarland has no hotels, so guests coming to our community have nearly no options to stay here, other than the 12 STR's the community currently offers.

Due to the extreme negative impact this ordinance change would have on my family, I urge you to consider leaving the ordinance as is. If that is not an option, I would encourage the board to offer a "grandfathering" of all existing licenses in the community. If this group is here to serve all residents, that would be a middle ground that I would suspect could make everyone "happy."

If the village wants to change things into the future, that's different than changing this to existing residents that rely on income from STR's to keep their property. I hope we can trust y'all as elected officials in our community to do the right thing and allow licensed operators to continue operating their business.

In conclusion, if these proposed changes go into effect:

1. This will have a negative economic impact to both the STR property owner, as well as the Village of McFarland and other local businesses.
2. This change will push visitors out of our community to lodge elsewhere, like Madison.
3. This will remove the flexibility we have as homeowners to use our home to help produce revenue to pay for it! It's clear well managed properties have not had disturbances or nuisance complaints.
4. The argument that a 7-day minimum stay would alter guest behaviors is frankly, stupidity. It appears 5 residents submitted feedback and most stated things like noise and safety as concerns. 7 days change those concerns....? Length of stay would NOT alter guest behavior. That's a ridiculous argument that makes those submissions meritless on fact and strictly emotional and illogical.
5. As a board you have a great responsibility that will affect residents and business owners. I feel the relationship between STR and the Village has been super positive, economically fruitful and overall beneficial. Please don't let a few voices in opposition change an ordinance that y'all put in place that is clearly working. Your current ordinance provides positive economics to the Village while yielding no strain on emergency services. At the very least, please consider a grandfathering of existing licenses so any changes would only affect the move forward STR's, not the existing.

I truly appreciate your attention to my letter and overall concern with altering an ordinance that does not appear to be necessary. From all the information I have read on the village website, this is an emotional plea by a few residents living by STR pro

Adam Crowley

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

Yes, I would like to be contacted.

How would you like to be contacted by a Village staff member?

E-mail

E-mail Address

[REDACTED]

Public Notice Feedback - Administration

02/24/2026 8:31 PM (CST)



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Simon
First Name (Optional)	David
Address (Optional)	5826 Lake Edge Road McFarland, WI 53558
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	TRH Ordinance Updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative

David Simon and Rochelle Simon
5826 Lake Edge Road
McFarland, WI 53558

Village of McFarland Public Safety Committee and Village Board
c/o Village Clerk
5915 Milwaukee Street
McFarland, WI 53558

Subject: Public Comment Supporting Proposed TRH Ordinance Changes (March 2 Hearing)

Dear Public Safety Committee Members and Village Board Members,

My name is David Simon, and my wife is Rochelle Simon. We have lived at 5826 Lake Edge Road in the Village of McFarland for the past six years. We are writing to submit public comment in support of the Village's proposed changes to the Tourist Rooming House ordinance:

1. Requiring a 7- day minimum stay for all Tourist Rooming House permits.
2. Limiting Tourist Rooming House operations to 180 days per 365 day period.

There are at least two Tourist Rooming Houses within 500 feet of our home. One is located at 5913 Lake Edge Road, approximately 360 feet away. The other is located at 6008 Lake Edge Road, approximately 500 feet away. The TRH at 6008 Lake Edge Road has repeatedly created nuisance impacts for our household. The TRH at 5913 Lake Edge Road has not caused problems.

The most significant issue is nuisance noise. Tenants at 6008 Lake Edge Road often sit on the pier and play loud music outdoors. Sound carries across the lake and does not dissipate over distance the way it might on land. At times the music is loud enough that it feels like it is coming from next door. This has prevented us from using our own pier to enjoy a quiet evening, and it has caused us to go inside earlier than planned.

We understand that a key purpose of zoning is land use compatibility and separation, including limiting nuisances such as noise, traffic, and parking impacts. A Tourist Rooming House is commercial activity operating within a residential neighborhood. Based on our first hand experience, this use is not compatible with the quiet enjoyment that residents reasonably expect in a residential lakefront setting. In our experience, short term renters tend to have less accountability for their behavior and outdoor noise levels because they are on vacation. If a single home is occupied by vacationers week after week, it can have a dramatic effect on the level of peace in the neighborhood.

Parking is also a concern. Parking on Lake Edge Road is already constrained, especially during the summer. Street parking, visitors, and boat trailers can create congestion and safety issues. Allowing short term rentals without meaningful limits increases turnover and increases vehicle volume.

For these reasons, we strongly support adopting the proposed 7 day minimum stay requirement and the 180 day per 365 day operating limit. In addition, we encourage the Village to consider a cap on the total number of Tourist Rooming Houses and a minimum spacing requirement, such as prohibiting any new TRH permit within 1,000 feet of an existing TRH, to prevent over concentration in residential neighborhoods. We also encourage the Village to continue strengthening the ordinance over time, with enforceable standards that protect residential neighborhoods from nuisance noise and parking congestion.

Thank you for considering our comments and our first hand experience. We appreciate the Village's efforts to protect the character, safety, and quality of life in McFarland's residential neighborhoods.

Sincerely,
David Simon
Rochelle Simon

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

Yes, I would like to be contacted.

How would you like to be contacted by a Village staff member?

E-mail

E-mail Address

[REDACTED]

Steven and Shannon Alf
6114 Overlook Drive
McFarland, WI 53558

February 2, 2026

Dear Members of the Public Safety Committee and
Village Board,

I am writing to provide input in advance of the
Committee's discussion regarding the review of the
Village's Tourist Rooming House (short-term rental)
ordinance.

As the Village evaluates whether the current ordinance
continues to meet McFarland's needs, I encourage a
thoughtful and proactive review that considers how short-
term rentals affect residential neighborhoods across the
entire community. In recent years, many nearby
municipalities have adopted clearer and more
comprehensive local standards governing short-term
rentals, particularly around location, concentration, and
day-to-day operations. McFarland's ordinance is
comparatively less defined, which can unintentionally

make the Village more attractive to outside investors seeking fewer limitations.

Over time, this dynamic has the potential to impact neighborhood stability, housing availability, public safety resources, and enforcement demands throughout McFarland. These considerations are not limited to any one neighborhood or housing type, but affect residential areas Village-wide.

As part of this initial review, I support the Village exploring whether updates or clarifications are warranted and using every lawful tool available under state law to ensure short-term rentals remain compatible with residential neighborhoods and aligned with McFarland's long-term community goals. This discussion does not need to presume a particular outcome, but it is an important opportunity to evaluate whether the ordinance continues to serve residents effectively.

Thank you for your time, consideration, and service to the Village of McFarland. I appreciate the Committee's willingness to engage in this discussion and consider resident input.

Respectfully,

Steven and Shannon Alf

Cassandra Suettinger

From: k.carl@charter.net
Sent: Sunday, February 1, 2026 7:09 AM
To: Village Clerk; Ken Boyd; Miguel Pena; Alisa Leamy
Cc: Rick Carl
Subject: Re: Input and Recommendations to McFarland Tourist Rooming House Ordinance

Me again - sorry!!! I can't sleep thinking about what is happening to my little quiet street and worrying about the TRH's pushing me out of the house and neighborhood that I love.

From reading the lawyers notes in the packet for Monday's meeting, it sounds like density caps may not be possible 😞 so sadly we will need to address the issues that will come from all the TRH's on my little street with complaints and regulation. (And hopefully with the banned 1–6 day rentals and 180-day consecutive block rental!)

With that, I hope you will consider increasing our violation section to include zero tolerance violations, lake specific requirements and violations, and a fine structure to match the level of severity and reoccurrence of the violation. I've included an example below for lake property TRH's that I believe is legal for your consideration. (Cassandra - can you include this list in the packet plz. 😊)

Thank you again. I can't tell you how much I appreciate you and your efforts to update our ordinance!!!
😊😊😊 THANK YOU from the bottom of my heart....

Kathy

Example: Lakefront Tourist Rooming House Violations & Penalties

A. Applicability

These provisions apply to any Lakefront Tourist Rooming House, defined as a Tourist Rooming House located on or within ___ feet of the ordinary high-water mark of a navigable waterway or having shoreline access, docks, piers, or watercraft facilities.

B. Lakefront-Specific Violations

1. Occupancy & Gathering Violations

Violation	Fine	License Action
Exceeding approved occupancy	\$500–\$1,000	Citation
Exceeding occupancy by $\geq 25\%$ or hosting an unauthorized gathering on shoreline, dock, or pier	\$1,000–\$2,500	Immediate suspension pending hearing

2. Dock, Pier & Shoreline Use Violations

Violation	Fine	License Action
Unauthorized gathering on dock or shoreline	\$500–\$1,000	Citation
Use of rafts, floating platforms, or temporary docks	\$750–\$1,500	Citation
More than permitted watercraft moored or docked	\$500–\$1,000	Citation
Commercial or party watercraft docked overnight	\$1,000–\$2,500	Immediate suspension pending hearing

3. Noise & Quiet Hour Violations (Lakefront)

Violation	Fine	License Action
Audible noise beyond property boundary during quiet hours	\$500–\$1,000	Citation
Amplified outdoor sound at any time	\$750–\$1,500	Citation
Repeated or egregious lakefront noise violation	\$1,000–\$2,500	Suspension or revocation

Note: Noise originating from watercraft associated with the rental shall be deemed noise occurring on the licensed premises.

4. Fire, Alcohol & Water Safety Violations (Zero-Tolerance)

Violation	Fine	License Action
Fireworks, sky lanterns, shoreline fires	\$1,000–\$2,500	Immediate suspension
Bonfires or prohibited fire pits	\$750–\$1,500	Immediate suspension
Alcohol-related conduct involving water access	\$1,000–\$2,500	Immediate suspension
Drowning, boating, or water rescue incident tied to rental	\$2,500	Immediate suspension; revocation review

5. Emergency Access & Parking Violations

Violation	Fine	License Action
Blocking fire lanes or shoreline emergency access	\$750–\$1,500	Immediate suspension

Boat trailers or vehicles encroaching ROW	\$500–\$1,000	Citation
Failure to provide access to emergency responders	\$1,000–\$2,500	Immediate suspension

6. Environmental & Shoreline Protection Violations

Violation	Fine	License Action
Litter, refuse, or pet waste entering water	\$500–\$1,000	Citation
Unshielded or excessive shoreline lighting	\$250–\$500	Citation
Animals entering neighboring shoreline	\$250–\$500	Citation

C. Escalation & Repeat Violations

- Each day a violation continues constitutes a separate offense.
 - A second violation of the same category within 24 months may result in double fines.
 - Three violations of any kind within a 12-month period may result in license revocation.
-

D. Due Process Safeguard (Important)

“Any suspension or revocation imposed under this section shall be subject to written notice and opportunity for hearing in accordance with Village procedures.”

This sentence is critical for legal defensibility.

Why this structure works

- ✓ Property-based (lakefront risks)
- ✓ Objective and measurable
- ✓ Proportional penalties
- ✓ Clear escalation
- ✓ Preserves due process
- ✓ Not a zoning ban or density cap

Kathy Carl
6014 Lake Edge Rd
McFarland WI 53558

608-235-3648

From: k.carl@charter.net <k.carl@charter.net>

Sent: Saturday, January 31, 2026 12:40 PM

To: village.clerk@mcfarland.wi.gov <village.clerk@mcfarland.wi.gov>; ken.boyd@mcfarland.wi.gov <ken.boyd@mcfarland.wi.gov>; Miguel.pena@mcfarland.wi.gov <Miguel.pena@mcfarland.wi.gov>; Alisa Leamy <alisa.leamy@mcfarland.wi.gov>

Cc: Rick Carl <r.carl@charter.net>

Subject: Re: Input and Recommendations to McFarland Tourist Rooming House Ordinance

Hi!

I was just reviewing the packet for Monday's Public Safety Committee meeting and wanted to make you aware of two more neighboring communities with TRH ordinances that include some of the aspects being explored (ex. 180 day limit, 30 day limit for non-owner occupied...) which supports these changes.



Without the same limitations as our neighbors I think we're inadvertently attracting more short-term rentals to our Village - something I think we can agree we want to avoid.

- Middleton: Short-term Residential Rental [Short-term Residential Rental](#)
- Waunakee: Waunakee-Short-Term-Rental-Ordinance [Waunakee-Short-Term-Rental-Ordinance](#)

Thank you again for taking the time to review this!!! My neighbors and I are dreading this summer with all the short-term rentals near our homes... anything you can do to help minimize the impact will be greatly appreciated.

Kathy

Kathy Carl
6014 Lake Edge Rd
McFarland WI 53558
608-235-3648

From: k.carl@charter.net <k.carl@charter.net>

Sent: Wednesday, January 21, 2026 10:36 AM

To: village.clerk@mcfarland.wi.gov <village.clerk@mcfarland.wi.gov>; ken.boyd@mcfarland.wi.gov <ken.boyd@mcfarland.wi.gov>; Miguel.pena@mcfarland.wi.gov <Miguel.pena@mcfarland.wi.gov>; Alisa Leamy <alisa.leamy@mcfarland.wi.gov>

Cc: Rick Carl <r.carl@charter.net>

Subject: Input and Recommendations to McFarland Tourist Rooming House Ordinance

Cassandra,

Please find my input and recommendations to our TRH ordinance to include in the Public Safety Committee packet for their next meeting.

Thank you!!! 😊

Ken, Miguel and Alisa,
As committee chair and Village members on the committee, I am also copying you as my comments are lengthy. 😊
Thank you for considering!

Sincerely,
Kathy

Kathy Carl
6014 Lake Edge Rd
McFarland WI 53558
608-235-3648

TO: Cassandra Suettinger, village.clerk@mcfarland.wi.gov

FROM: Christine Olgren, 4518 Bellevue Court, McFarland, WI 53558

SUBJECT: Review of TRH Ordinance, Public Safety Committee Meeting, Feb.2, 2026

DATE: February 2, 2026

I am writing to the McFarland Village Board as a village resident who is concerned about the lack of regulations governing the operation of TRHs (Tourist Rooming Houses) in our community. In my view, regulations serve a critical function in assuring that all parties know the basic rules that apply to the operation of TRHs so they are implemented and maintained appropriately. I live within 500 feet of at least two TRHs, and it currently appears that once a TRH is approved by the Village, local residents have little or no recourse if one creates problems of noise, congestion, safety, maintenance, health, or general operation. In addition, there are no guidelines or ordinances related to the density, or number, of TRHs within a neighborhood. It seems the Village Board can approve as many structures as it wishes, putting at risk a neighborhood's stability, safety, property value, sense of community, and future viability.

It is very important to me to live in a friendly and safe community, and I am happy to have found that in McFarland. I worry that a weak or no ordinance will draw more TRHs to McFarland, upsetting the housing balance. To that end, I urge the committee to review TRH regulations with an eye toward enacting the following:

1. Must be owner occupied for any stays less than 7 days. If the host is not at the home during those stays, then only a total of 30 days of rental are allowed per year.
2. For stays between 7-28 days, no more than 180 days can be operated concurrently as a non-owner occupied dwelling.
3. A TRH density ruling should be developed to protect neighborhoods from being overrun with short-term rentals that endanger stability, safety, public health, and community.

Would you please give the Public Safety Committee members a copy of this memo for their meeting on February 2, 2026 at 6:30. I would appreciate their consideration of my TRH ordinance suggestions.

Thank you,
Christine Olgren

Cassandra Suettinger

From: Lisa Dillman <lisa.dillman@charter.net>
Sent: Tuesday, January 20, 2026 4:30 PM
To: Village Clerk
Subject: Feedback on Current TRH rules and suggestions to update the rules to help protect our neighborhoods

Cassandra,

I wanted to provide feedback regarding the possible changes to the village's TRH rules to make them more robust and similar to our neighboring communities. I would like this feedback to be included in the Public Safety Committee packet.

My husband and I are fully in favor of new regulations for Temporary Rooming Houses in the village of McFarland. **The rules serve to protect the community's public health, safety, and general welfare and to protect the stability of its neighborhoods.** We were shocked when we learned that the village had basically abandoned all of the rules it had previously adopted for TRHs. We understand that some of the rules conflicted with state law, but other rules would have helped to preserve neighborhoods that are now being infiltrated with nonowner-occupied short term rentals.

In our neighborhood, we now have 3 nonowner-occupied AirBnBs within 1000 feet of us, with one directly next door. We all have 40 x 100-foot lots and our houses sit mere feet from each other. We are also on a one-way alley with no street parking. To put in a short-term rental with only a 2-night minimum frequently introduces strangers into this congested space. In the small time that the property has rented, we've already had to have 3 different renters turn down the volume (mostly from basically yelling at each other in the hot tub, making it that we can hear their conversation even with all of our doors and windows closed). Recent renters with 2 huge dogs let one of their dogs get loose and my security cameras tracked it in our driveway, and then down the opposite side of our house, ending up in the backyard. I can't even imagine what would have happened if my young grandson was in the backyard. The last renters were 3 eastern European men, one with tattoos over his entire upper body (again, noisy hot tub). Nothing bad happened besides noise, but it's unsettling to have strangers constantly rotating through the next-door property. We are on Lake Waubesa, a privilege that we worked for for years, along with multiple years of looking for a house. We pay very high property taxes for this privilege. Now, as our neighbor who is next door to the AirBnB on the other side said to us, "this summer is going to be a nightmare."

Minimum Rules We Would Like to See Enacted:

- Must be owner occupied for any stays less than 7 days. But if the host is not actually at the home during those stays, then only a total of 30 days of rentals are allowed per year.
- For stays between 7-28 days, no more than 180 days concurrently starting with first stay

City of Madison Rules We Would Love to See Enacted:

- Must be owner occupied, period
- Short-term rental operations are limited to 30 days per licensing year when the Host is off-site. There is no rental day limit when the host is on-site during the rental.

Stricter Rules to be Issued or to Retain the Host License:

- Frequent noise complaints

- Hosts violate local rules (e.g. the host of several airbnbs in McFarland listed and rented the property before he had even applied for a license. This is an AirBnB super host, so he knew exactly what he was doing. Did not take the listing down immediately when contacted by the village. The village still issued him a license). AirBnB was contacted and basically claim they are just a listing service so no enforcement there.
- Hosts ignore zoning rules (e.g. building a retaining wall mere feet from the lake without a permit)

Suggestion: uncouple the funding for the chamber of commerce and the rooming taxes

- This seems highly irregular to fund a non-government entity with tax money that is earned by degrading the village's neighborhoods. It is a conflict of interest to fund a business group with funds derived from the negative impact to your residents.

Thank you for your time and consideration. I know many of our neighbors share the same concerns. We are extremely happy that McFarland will be implementing more regulations to help keep our neighborhoods safe and to preserve our tight-knit community. I look forward to joining the public meeting in February.

Lisa and Doug Dillman

January 21, 2026

Dear Public Safety Committee members,

Thank you for taking the time to review the Village's Tourist Rooming House (TRH) ordinance. I appreciate the work that goes into balancing property rights, state law, and the responsibility to protect our neighborhoods, public safety, and community character.

I am writing to formally share my input as part of this review. I apologize in advance for the length of this letter, but I believe these components are needed to preserve our neighborhoods and comply with the law. I have included details describing and defending these changes.

I am recommending that the Village fully exercise its lawful regulatory authority under state law to adopt the strongest protections available. Over the past several years, McFarland has experienced a noticeable increase in Tourist Rooming Houses, particularly in residential and lakefront neighborhoods where homes are close together and impacts are felt immediately and intensely.

I respectfully request that, to the extent feasible, these changes be implemented prior to the July 1 annual TRH renewal process so that all Tourist Rooming Houses are subject to the same enhanced protections.

If there is uncertainty about community support for adopting these protections to the fullest extent allowed by law, I respectfully suggest that this issue could be considered for a referendum to allow residents to vote directly.

I hope we can agree that the growing presence of TRHs has measurable negative impacts on our community. As more dwellings transition from long-term family homes to transient lodging, residents experience:

- Loss of neighborhood stability and community cohesion, including fewer long-term relationships among neighbors. Children growing up near TRHs often lack consistent playmates, classmates, and lifelong friends.
- Increased noise, parking congestion, and nuisance activity, particularly during evenings, weekends, and peak tourist seasons.
- Public safety concerns related to over-occupancy, unvetted occupants, fire risk, and limited emergency access in densely developed areas.
- Environmental and property damage risks along the lakefront, including shoreline degradation, litter, unauthorized shoreline modifications, and improper or excessive use of waterfront infrastructure.
- Reduced availability of long-term housing, as homes are removed from the residential market and repurposed for transient use.

- A growing sense that residential neighborhoods are being converted into de facto hotel districts, altering their intended character and function.
- Increased enforcement and administrative burden on Village staff, police, and emergency services, as transient uses generate a disproportionate number of complaints and service calls relative to permanent residences.
- Strain on local infrastructure, including parking, road access, and public shoreline facilities, that were designed for residential - not commercial - use.

For the first time in over 30 years of living here, many long-term residents - including myself - have begun discussing whether we want to remain in our homes due to the number and proximity of TRHs. That is not a position any community should put its residents in.

Wisconsin's "right-to-rent" statute (Wis. Stat. § 66.1014) limits municipalities in certain ways, but it does not eliminate local control, making my suggestions legal. Municipalities may not impose a total ban on Tourist Rooming Houses but they can:

- Regulate TRHs through zoning, licensing, density, location, and operational standards
- Distinguish between owner-occupied and non-owner-occupied rentals
- Impose Conditional Use Permit (CUP) requirements
- Regulate intensity, concentration, and duration of use
- Retain police powers to protect public health, safety, and welfare

The ordinance protections I am recommending:

- Align our ordinance to the requirements of the law and not more.
- Add regulations to manage TRHs that limit the impact to our community.
 - Limit lakefront TRHs to owner-occupied properties
 - Implement restrictions for non-owner-occupied
 - Implement density requirements
 - Implement additional restrictions for waterfront properties
- Specifies zero-tolerance violations that result in immediate suspension or revocation
- Places our Village residents and community needs above all others.

I believe these are legal because they:

- Permits rentals of 7 or more consecutive days
- Allows at least 180 rental days per year, as required by statute
- Do not impose a municipal-wide ban
- Leaves lawful locations available for TRHs
- Regulates the location and intensity, not the mere act of renting

This approach is consistent with Wisconsin case law and with how other lakefront and residential communities across the State have successfully regulated TRHs.

I believe the goal of our ordinance should be to allow Tourist Rooming Houses only to the extent required by law, while using every lawful tool available to ensure they remain a limited, regulated use and not a substitute for hotels or long-term housing.

My Proposed Ordinance Protections:

1. Definitions & Core Requirements

- Short-Term Rental Definition: Rental of a dwelling for 7–29 consecutive days
- Absolute Minimum Stay: No rental for fewer than 7 consecutive nights
- Annual Rental Day Cap: Maximum of 180 days per consecutive 365-day period
For purposes of calculating the annual rental day cap, a ‘rental day’ shall mean any calendar day during which the dwelling is occupied overnight by a person other than the owner or the owner’s immediate family, and the owner is not physically present overnight, regardless of whether rental payment is made.

2. Owner-Occupied vs. Non-Owner-Occupied TRHs

- Owner-Occupied TRH: owner maintains their primary residence on-site
- Non-Owner-Occupied TRH: any TRH not meeting the above definition.
Non-owner-occupied TRHs function more like commercial lodging and warrant stricter regulation.

3. Zoning & Location Controls

- Non-owner-occupied Tourist Rooming Houses shall be prohibited in all residential zoning districts and permitted only within:
 - Mixed-use zoning districts
 - Commercial zoning districts
 - Specifically designated overlay districts expressly established by ordinance
- As a zoning matter, non-owner-occupied Tourist Rooming Houses shall be prohibited on lakefront properties due to heightened public safety, environmental, and neighborhood compatibility concerns.
- The Village may also wish to consider establishing a Lakefront Residential Overlay District to provide additional clarity and enforceability for lakefront regulations. The purpose of such an overlay would be to protect residential character, public safety, environmental resources, and quiet enjoyment in lakefront neighborhoods where lot sizes are small, development is dense, and the impacts of transient occupancy are amplified.

While the recommendations in this letter do not require the creation of an overlay district, adopting one would provide the Village with greater consistency, transparency, and enforcement flexibility.

4. Conditional Use Permit (CUP) Requirement

CUPs provide the Village with flexibility to impose property-specific conditions - such as parking, occupancy, and noise controls - and make enforcement easier, because conditions are formally written into the permit rather than relying solely on general

ordinance provisions. This approach ensures that TRHs operate safely and responsibly, while protecting neighborhood character, lakefront access, and public welfare.

- CUP Required for All TRHs: A Conditional Use Permit shall be required for all TRHs, both owner-occupied and non-owner-occupied.
- Additional Conditions for Non-Owner-Occupied TRHs: The Village may impose more restrictive limits on occupancy, rental days, or operational standards for non-owner-occupied TRHs as allowed under state law.
 - For example, some neighboring communities limit non-owner-occupied TRHs to as few as 30 rental days per year.
- Approval Criteria: A CUP shall be approved only if the applicant demonstrates compliance with all applicable standards, including:
 - Compatibility with surrounding uses
 - Adequate parking
 - Proper spacing from other TRHs
 - Public safety and emergency access
 - History of nuisance or code violations
 - Consistency with the Comprehensive Plan

5. Density, Spacing, and License Caps

- Minimum spacing requirements between TRHs shall not be less than 500 feet
- No more than 5% TRH's allowed per block or zone
- Limit non-owner-occupied TRHs to 3 across the Village
- Special clustering limits for lakefront properties
 - 1 TRH per 1000 linear feet of shoreline
 - No more than 2 TRH's allowed in 10 consecutive homes along the lake or waterfront channels

6. Licensing, Attrition & Non-Transferability

- Annual license expiration and reauthorization
- Licenses do not run with the land
- Automatic termination upon sale or transfer
- Waiting lists when caps are reached
- No permanent grandfathering

7. Occupancy, Parking & Event Limits

- Maximum Occupancy: - 2 persons per lawful bedroom, plus 2 additional persons, not to exceed the maximum occupancy approved in the TRH license or Conditional Use Permit.
- All required parking shall be off-street and located entirely on the licensed premises, except as provided below.
- One (1) on-street parking space may be permitted only if all of the following conditions are met:
 - The street allows legal parking on both sides
 - Adequate on-street capacity exists to serve residents and emergency access

- The allowance is expressly approved as part of the TRH license or CUP.
- Events, parties, weddings, reunions, retreats, or any gathering exceeding the approved occupancy limit are prohibited, whether indoors or outdoors.
- Only registered overnight occupants and their invitees, within the approved occupancy limit, may be present on the premises at any time.
- No TRH shall host events involving paid admission, ticketing, or promotion on social media or rental platforms.
- No portion of a TRH may be used for commercial, instructional, or group activities.

8. Lakefront Tourist Rooming House Standards

These additional lakefront-specific standards apply whether or not a Lakefront Residential Overlay District is created, provided they are applied uniformly and objectively to all qualifying lakefront properties. These additional restrictions are needed for lakefront property because:

- Lakefront properties present unique and heightened public safety risks, including drowning hazards, boating accidents, fire risks, and limited emergency access due to narrow lots and shoreline setbacks.
- Noise, light, and activity impacts are amplified over water, traveling farther and affecting a greater number of neighboring properties than in inland residential areas.
- Lakefront lots are typically smaller and homes are located closer together, increasing the likelihood that overcrowding, outdoor gatherings, and unmanaged use will adversely affect neighboring residents.
- Tourist occupancy patterns differ materially from residential occupancy, particularly with respect to late-night activity, alcohol consumption, water access, and group size.
- Lakefront Property Defined
For purposes of this ordinance, a Lakefront Tourist Rooming House is any Tourist Rooming House that meets one or more of the following criteria:
 1. The property abuts a navigable lake, river, or channel
 2. The property is located within three hundred (300) feet of the ordinary high-water mark of a navigable waterway
 3. The property contains or has access to a pier, dock, boat lift, shoreline access point, or mooring location
 4. The property is subject to shoreland zoning or shoreland setback requirements.
- Enhanced Standards for Lakefront Tourist Rooming Houses
The following enhanced standards shall apply in addition to all other requirements of this chapter.
 1. Occupancy Limits
 - No Lakefront Tourist Rooming House shall be occupied by more than:
 - Two persons per lawful bedroom, plus 1 additional person,
 - Not to exceed 8 total occupants, regardless of bedroom count.
 2. Quiet Hours & Noise Propagation

- Quiet Hours for Lakefront Tourist Rooming Houses shall be 9:00 p.m. to 8:00 a.m. Central Time.
- No use of outdoor hot tubs allowed during quiet hours.
- Because sound travels farther over water, any noise originating from the property that is audible beyond its boundaries during quiet hours constitutes a violation, regardless of decibel level.
- Noise originating from watercraft, including engines, stereos, shouting, or amplified sound, that is associated with the rental shall be deemed noise occurring on the licensed premises.
- No amplified sound is permitted outdoors, such as on decks, piers, docks, or shoreline areas at any time.

3. Waterfront Use Restrictions

- Use of docks, piers, boat lifts, or shoreline areas shall be limited to registered overnight occupants only.
- No gatherings, loitering, or social events may occur on docks or shoreline areas during quiet hours.
- No more than 2 watercraft may be moored, docked, or attached to the property at any time (day use only)
- No commercial watercraft, party barges, or rented pontoon boats may be docked overnight at the property, unless secured in a permanent boat lift.
- Rafts, floating platforms, temporary docks, or other devices intended for group gatherings are prohibited.
- Animals shall not enter the water or shoreline areas of neighboring properties

4. Fire & Safety Restrictions

Due to increased fire risk and limited emergency access:

- Bonfires, beach fires, and open shoreline fires are prohibited.
- Fire pits are prohibited where located within forty (40) feet of any shoreline or neighboring lot line.
- Any permitted fire must be actively supervised by a responsible adult at all times and fully extinguished immediately upon completion of use.
- Fires shall not be permitted under conditions where smoke, ash, or embers are likely to enter neighboring properties or structures, including when wind conditions would blow smoke into neighboring windows or living spaces.
- Fireworks, sky lanterns, or airborne ignition devices are prohibited.
- Any violation of this section shall constitute a zero-tolerance safety violation and shall be grounds for immediate license suspension or revocation.

5. Environmental & Shoreline Protection

- No litter, refuse, pet waste, or other materials may enter the water or shoreline area.
- Exterior lighting shall be shielded and directed away from the water and neighboring properties.

6. Parking, Access & Emergency Clearance

- All required parking shall be off-street and located entirely on the licensed premises.
- Boat trailers must fit fully on-site and shall not encroach on public rights-of-way.
- Driveways, access lanes, and shoreline approaches shall remain unobstructed for emergency access at all times.
- Access to TRH must be available through public access and not cross private neighbor property unless granted and documented as part of the TRH license.

7. Enforcement

- For enforcement purposes, the licensed premises shall include:
 - The dwelling;
 - All yards, decks, patios, shoreline areas;
 - Piers, docks, boat lifts; and
 - Any watercraft associated with the rental while docked or moored.
- Owner Responsibility: The license holder shall be responsible for all conduct of guests, invitees, and animals occurring within the licensed premises, regardless of the license holder's physical presence.

9. Pet Regulations

Pets are allowed in TRHs, but they must be controlled so they do not endanger people, wildlife, or neighboring properties. All pets on a short-term rental property shall be kept under the physical control of a responsible person at all times and shall comply with all municipal leash and animal control ordinances.

- No more than 2 domesticated animals shall be permitted unless otherwise approved by the licensing authority.
- All dogs shall be kept on a physical leash not exceeding 6 feet when outdoors, unless within a fully enclosed fenced area.
- Animals shall not be allowed to roam off the licensed premises.
- Repeated or continuous animal noise, including barking or howling audible beyond the property boundary for more than 10 minutes, shall constitute a noise violation under this ordinance.
- No short-term rental shall allow the presence of any animal that has been designated as dangerous or aggressive by animal control or that poses an immediate threat to persons or other animals.
- The presence of pets shall be disclosed as part of the short-term rental license application. The license holder shall be responsible for ensuring all guests comply with animal control and nuisance regulations.

10. Noise & Neighborhood Impact Regulations

The license holder shall be responsible for all noise and nuisance violations attributable to guests, invitees, or pets, regardless of the license holder's physical presence at the property.

- General Noise: no short-term rental shall create or allow noise, vibration, or disturbance that is audible beyond the property boundary or that unreasonably interferes with the quiet enjoyment of neighboring properties.
- Quiet Hours: 10:00 p.m. to 8:00 a.m. CT, during which any noise audible beyond the property boundary shall constitute a violation.
 - Noise associated with vehicles, including excessive idling, car stereos, slamming doors, revving engines, or boat trailer loading and unloading, that is audible beyond the property boundary during quiet hours shall constitute a violation.
 - Guests shall conduct arrivals and departures in a manner that minimizes noise, including limiting group arrivals, late-night check-ins, early-morning departures, and excessive activity during quiet hours.
 - Excessive noise caused by repeated running, jumping, or heavy foot traffic on decks, docks, stairways, balconies, or similar structures that is audible beyond the property boundary during quiet hours shall constitute a violation.
 - Hot Tubs, Pools, and Fire Pits: Use of hot tubs, pools, fire pits, and similar outdoor amenities shall comply with quiet hours and shall not generate noise audible beyond the property boundary.
- Amplified Sound: The use of amplified sound, including but not limited to speakers, sound systems, televisions, or musical instruments, is prohibited outdoors at all times and indoors during quiet hours if audible beyond the property boundary.
- Outdoor Gatherings: Outdoor gatherings, including but not limited to decks, patios, yards, hot tubs, fire pits, and similar areas, shall not generate noise audible beyond the property boundary during quiet hours.

11. Violation Enforcement and Tolerance

Enforcement

- Certain violations present immediate risks to public safety and therefore warrant immediate suspension or revocation. Zero tolerance safety violations shall be immediately suspended or revoked upon the occurrence of any single violation.
- Escalation Structure of other Violations - 1st violation warning, 2nd violation fine & potential license suspension and revocation depending on violation severity, 3rd violation license suspension or revocation.
- Suspension shall remain in effect pending resolution of any appeal.

Zero-Tolerance Safety Violations

- Exceeding occupancy by 25% or hosting unauthorized gathering or events beyond licensed limits.
- Violent or Dangerous Conduct on the Premises - Fights requiring police intervention. Use or discharge of firearms. Dangerous drug activity. Violence, Weapons, Drug trafficking
- Aggressive animals - any incident involving an aggressive animal requiring law enforcement or animal control response, such as dog bites or attacks on a human or other animal.

- Using fireworks or sky lanterns
- Alcohol-related incidents involving water access
- Any emergency response related to drowning, fire, or boating incident.
- Interference with emergency response - Blocking fire lanes or hydrants. Failure to provide access codes or keys to emergency responders. Interfering with police, fire, or medical personnel
- Property damage caused by negligent, reckless, or intentional conduct.
- Fire and life-safety violations - Disabled, missing, or non-functional smoke alarms or carbon monoxide detectors and required fire extinguishers. Use of grills, fire pits, or open flames in prohibited areas.
- Operating without a license - owner will not be allowed to apply for a license for 2 full calendar year.
- Fraud or misrepresentation - Fraudulent by providing false or misleading information on a license application, renewal, or inspection. Owner will not be allowed to apply for a license for 2 full calendar years.

12. TRH Owner and License Holder Requirements

- Owner Responsibility for Safety and Liability for Guest Conduct
The license holder is responsible for ensuring that the use of the tourist rooming house does not create a threat to the health, safety, or welfare of neighboring residents or the general public.
The license holder shall be liable for all conduct occurring on the premises during any rental period, including conduct and violations committed by guests or invitees and animals present on the premises during any rental period.
- License Holder Recordkeeping & Transparency
 - Mandatory logs documenting - the TRH license holder shall maintain accurate and complete records sufficient to demonstrate compliance with this ordinance
 - Dates of occupancy
 - Whether the owner was physically present overnight
 - Number of guests
 - Copies or screenshots of all advertisements, listings, or online postings for the short-term rental
 - A record of any complaints, violations, enforcement actions, and corrective measures taken
 - Records retained for three years
 - Records produced to Village officials within 48 hours upon request.
Failure to produce records within the required time shall constitute a violation only if the failure is willful or repeated.
- Local Contact Requirement
A designated local contact shall be available 24 hours per day and shall respond to a verified noise complaint within thirty (30) minutes by phone or in person.

In closing ...

I understand that Tourist Rooming Houses generate some economic activity and may provide funding to organizations such as the Chamber of Commerce. However, tourism funding should not come at the expense of residents' safety, housing stability, or quality of life. If the Village wishes to expand tourism, investment in appropriately located commercial lodging - such as hotels - offers a more sustainable solution than increasing transient occupancy in residential neighborhoods

If there is uncertainty about whether the community supports adopting the most restrictive ordinance allowed under the law, I respectfully request that the Village consider placing this issue on a referendum and allowing residents to vote.

I believe the residents of McFarland want strong protections, clear rules, and enforcement that prioritizes safety and neighborhood livability.

Thank you sincerely for your time, consideration, and service to our community.

Respectfully,

Kathy Carl
6014 Lake Edge Rd
McFarland, WI 53558
k.carl@charter.net
608.235.3648

Dave and Katie Cappozzo

6018 Lake Edge Rd
McFarland, WI 53558

February 2, 2026

Dear Members of the Public Safety Committee and Village Board,

We are writing to express our support for the recommendations outlined in the letter submitted by our neighbor, Kathy Carl, regarding revisions to the Village of McFarland's Tourist Rooming House (TRH) ordinance.

We have lived at 6018 Lake Edge Road for the past 12 years and have always valued the stability, safety, and residential character of our lakefront neighborhood. Recently, that character has begun to change. One neighboring property has already incorporated as a short-term rental, and the property on the other side of us is in the process of doing so. Both are expected to be fully operational by this summer, which is when we anticipate the greatest level of disruption.

The prospect of having short-term rentals on both sides of our home is deeply concerning. Lakefront properties are uniquely sensitive to noise, crowding, and safety issues, and these impacts are amplified during peak summer months when rental activity is highest. Increased turnover of occupants, parking congestion, late-night noise, and heavier use of shoreline areas directly affect our ability to enjoy our home and feel secure in our neighborhood.

We believe the Village should use every lawful tool available to regulate Tourist Rooming Houses in a way that prioritizes full-time residents and protects lakefront neighborhoods. We strongly support measures that limit the concentration of TRHs, distinguish between owner-occupied and non-owner-occupied rentals, and establish clear, enforceable standards specific to waterfront properties.

This is not about eliminating short-term rentals entirely. It is about ensuring they remain limited, compatible with residential neighborhoods, and do not overwhelm areas never intended to function as commercial lodging zones. Without stronger protections, the cumulative impact of multiple TRHs in close proximity will fundamentally alter the character and livability of our neighborhood.

We appreciate the Village's thoughtful review of the TRH ordinance and urge you to adopt the strongest protections allowed under state law to safeguard residents, public safety, and the long-term health of our community.

Respectfully,

Dave and Katie Cappozzo



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Barber
First Name (Optional)	Lars
Address (Optional)	[REDACTED]
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	Short Term Rentals public meeting 3-2-2026

Comments/Feedback

Comment(s)/Feedback about the project/initiative	We have lived directly adjacent to a short term rental for several years. It has negatively affected the character of the neighborhood. No sense of neighborhood or community. We encourage the Village to consider a policy similar to that adopted for neighborhoods on Lake Kegonsa. They have initiated a 7-180 rule where as the minimum stay is 7 days and the owner can not rent the unit more than 180 days a year. This provides the owner the rights to income as well as protection for the integrity of the neighborhood. Thank you. Lars
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Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?	Yes, I would like to be contacted.
How would you like to be contacted by a Village staff member?	E-mail
E-mail Address	[REDACTED]

Public Notice Feedback - Administration

03/01/2026 10:11 AM (CST)



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Bouffiou
First Name (Optional)	Terri
Address (Optional)	[REDACTED]
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	TRH Ordinance updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative	McFarland doesn't have any hotels for visitors. We need places for people to stay - both short and long term. I do NOT see any reason to require a 7 day minimum stay for TRHs and the proposed change offers no reason why we should change to this. Nor do I see a reason to limit days per year. We have a substantial fee attached to having a TRH permit and I think that is enough to encourage owners to be responsible. TRHs are needed in our community, my family has used them and likes them as a visitation option. We also live near a TRH and have no problems with having one in our neighborhood. In short I oppose this ordinance change.
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Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?	Yes, I would like to be contacted.
How would you like to be contacted by a Village staff member?	E-mail
E-mail Address	[REDACTED]



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Davenport
First Name (Optional)	Emily
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	TRH Ordinance Updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative

To Whom It May Concern:

While I understand and even appreciate the value of tourist rooming house (TRH) operations in certain contexts — and have personally benefited from them when traveling with my own family — I also recognize the unique challenges they can present within a small, close-knit community like ours.

My family chose to live in McFarland for many reasons. Chief among them, was the opportunity to be part of a community where we could truly know our neighbors and be known in return. More specifically, we were drawn to the Idlewild neighborhood because of its strong sense of stability, familiarity, and relational connection. That sense of belonging and rootedness is a defining characteristic of what makes McFarland special to our family.

As the number of TRH operations has increased in our neighborhood, we have observed a corresponding rise in transient occupancy — unfamiliar faces and a revolving door of short-term visitors. While many visitors are respectful, the nature of short-term rentals inherently shifts the character of a neighborhood from one defined by long-term investment to one marked by temporary presence.

It is important to acknowledge that many individuals who choose TRH accommodations do so primarily for cost or proximity to Madison, rather than with any intent to engage meaningfully with the McFarland community itself. While this is entirely understandable from a visitor's perspective, it does alter the relational fabric of neighborhoods like Idlewild.

If our family had desired a more transient or urban living environment, we would have chosen to reside in a setting that reflects that identity — perhaps within Madison proper or in a more apartment-centered community. However, that is not the character of McFarland that drew us here, nor is it the character we hope to see shaped for its future.

I do not believe that all TRH operations negatively impact neighborhoods. However, I do believe that reasonable safeguards are necessary to preserve the integrity and long-term health of our community. Requiring a seven-day minimum stay is a thoughtful and measured approach that may encourage longer-term visitors who are more likely to engage respectfully and intentionally with the neighborhood during their stay.

For these reasons, I wholeheartedly support the recommended changes put forth by the Village of McFarland.

Thank you for your consideration and for your continued efforts to steward the well-being of our community.

Emily Davenport

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

Yes, I would like to be contacted.

How would you like to be contacted by a Village staff member?

E-mail

E-mail Address

[REDACTED]



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Baumgartner
First Name (Optional)	Stacy
Address (Optional)	[REDACTED]
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	Tourist Rooming House (AKA Short Term Rentals) Public Hearing

Comments/Feedback

Comment(s)/Feedback about the project/initiative	<p>Dear Members of the Village Board and Plan Commission,</p> <p>I am writing in advance of this evening's public hearing regarding the proposed changes to the Tourist Rooming House ordinance.</p> <p>For over a year, I have managed the short-term rental property located at 6123 Johnson Street in McFarland. During that time, we have operated responsibly, respectfully, and in full compliance with all Village requirements. To my knowledge, there have been no complaints associated with the property. We strictly adhere to occupancy limits and ensure the home is consistently maintained and left in excellent condition.</p> <p>The property was originally purchased with the intention of operating a potential in-home business. Because of its historic charm and character, it was thoughtfully transformed into a short-term rental that preserves the integrity of the home while allowing visitors to experience a unique part of McFarland's character. It has been an incredibly positive and rewarding experience and would truly be a shame to see that opportunity come to an end.</p> <p>The owner of this property, Sarah, has demonstrated a continued commitment to our community. In addition to this home, she purchased another building in McFarland and operates a successful and thriving local business, Pura Vita. Sarah has consistently invested in McFarland and given back to the community in meaningful ways.</p> <p>Our guests are most often families, wedding attendees, and individuals visiting loved ones or attending local events. These visitors directly support McFarland's local economy. They dine at our restaurants, shop at our stores, visit our cafes, and contribute to our small businesses. Just as importantly, they leave with a positive impression of our community and often share their experiences with</p>
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others, encouraging future visits.

I am deeply concerned that restricting short-term rentals to week-long minimum stays and limiting the months they may operate would significantly reduce accessibility for visitors. Many guests do not need or cannot commit to a full week. If these changes move forward, this property would likely need to be sold, as the current model would no longer be sustainable. That outcome would be disappointing given the care, compliance, and positive impact the property has had.

I fully support reasonable regulations that ensure properties are operated responsibly and that neighborhoods remain respected. However, I believe broad restrictions on length of stay and rental months could negatively impact responsible operators and local businesses without addressing documented concerns.

Thank you for your time and consideration. I appreciate the opportunity to share my perspective and look forward to continued thoughtful discussion on this matter.

Sincerely,
Stacy Baumgartner

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.

From: [Anne Byers](#)
To: [Public Safety](#)
Subject: Tourist Rooming House Ordinance
Date: Monday, March 2, 2026 8:05:51 AM

Good morning,

I am writing in opposition to the proposed changes to the Tourist Rooming House Ordinance.

Thank you,

Anne

Anne Byers
[REDACTED] McFarland, WI 53558



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Kamnetz
First Name (Optional)	Lindsay
Address (Optional)	[REDACTED]
E-mail Address (Optional)	[REDACTED]
Project Name, as identified on notice	TRH Ordinance Updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative

I would like to support the changes to the current ordinance, providing more restrictions and accountability for tourist rooming houses. A majority of these properties are on Lake Waubesa, which means a large chunk of those are on Card Ave, my street. I moved out of Madison and into McFarland because I wanted a sense of community where I knew my neighbors. That's often why people move to the suburbs. I'm not a wealthy lakefront resident - I am a government employee and I live on the non-lake side of Card. I love my neighborhood and don't want my home to become someone's party destination. Property owners' profit should not be more important to the Village Board than my quality of life within the village.

I have already seen disruption from the tourist rooming house across the street from me. People from outside the village treat this like a party vacation, but it's no vacation for me. This is my home where I live and work. I was advised by neighbors who checked with the village that this property was renting and advertising in Airbnb prior to receiving formal village approval. There needs to be a penalty for this and that penalty needs to be enforced. The loud partygoers could even be heard from my backyard on the other side of the street. In the future I will call the police, but in this instance I complained directly to Airbnb on October 15, 2025. The complaint number on file was A77264250.

Common sense regulations that would help maintain a sense of community in McFarland with regard to tourist rooming houses are largely not possible due to state law. I get it, your hands are largely tied. So, let's at least make the accommodations that we can. The current village ordinance (or lack thereof) encourages wealthy people to buy up property on our lake. Even small regulations will make buyers think twice and consider options elsewhere. As village leaders, please place our village and community above profit.

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.

March 3, 2026

Village of McFarland
Public Safety Committee
McFarland, WI

Dear Members of the Public Safety Committee,

My name is Dave Cappozzo, and my wife Katie and I live at [REDACTED] in McFarland. Our family moved here in 2014 with our three young children because it was a quiet and safe neighborhood. Lake Edge Road ends in a cul-de-sac, and homes in our area are very close together—approximately 22 feet apart. Until recently, it has been a peaceful, family-oriented neighborhood.

Over the past year, the number of Tourist Rooming Houses (TRHs) in McFarland has increased significantly, particularly on the lake. Currently, 9 of the 12 licensed TRHs in the Village are located on the lake, and additional licenses are under review. With just over 100 homes on the lake within the Village, roughly one in ten lake homes is now operating as a short-term rental.

Within approximately 150 yards of our home there are currently three TRHs, and on March 9th there will be four. At that point we will have short-term rentals directly on both sides of our home, with houses only about 22 feet apart.

Recently, my wife Katie and I were preparing to leave town for the weekend while our [REDACTED]- and [REDACTED]-year-old daughters planned to stay home overnight. The short-term rental next door had renters staying there. Around 3:30 a.m. we were woken up by guests outside yelling and partying in the hot tub. The disturbance was significant enough that I ultimately called the McFarland Police Department to address the situation. Before leaving, Katie found herself giving our [REDACTED]-year-old clear instructions about locking doors and being cautious—something we had never really felt the need to do before in our neighborhood.

This type of situation simply never happened during the previous ten years we lived next to long-term homeowner neighbors.

One benefit of living next to long-term neighbors is the mutual respect that develops over time. Unfortunately, that dynamic is often lost with short-term renters who may treat the property as a place to celebrate or party for a weekend.

As summer approaches, families renting these properties often appear to be coming for a “party on the lake” vacation. When renters know they are leaving the next day or at the end of the week, there is little incentive to consider the impact their behavior may have on surrounding neighbors.

It is unfortunate that residents are put in the position of calling the police simply to maintain basic peace and quiet. We respect and appreciate our police department, but residents should not have to repeatedly rely on them to address issues that rarely occur between long-term neighbors.

In addition to nuisance activity, there is constant turnover of people coming and going—sometimes daily. This is not ideal when you have children at home and chose a neighborhood specifically because it was quiet and residential. If we wanted to live next to something that functioned like a hotel, we would have purchased a home next to one.

We understand the Village cannot ban short-term rentals under Wisconsin state law. However, we strongly support adopting a 7-day minimum stay and a 180-day annual cap for Tourist Rooming Houses. Many surrounding communities have already adopted similar standards to ensure short-term

rentals operate in a way that is compatible with residential neighborhoods.

Our hope is that McFarland will at least bring its ordinance in line with the approach taken by surrounding communities. These limits still allow property owners to rent their homes while reducing the frequent turnover and party-style rentals currently impacting neighborhoods like ours.

As the Village considers this issue, we respectfully ask that the interests of full-time McFarland residents remain the priority. Residents who live here year-round should not feel like they are living next to a revolving door of temporary guests.

Thank you for your time and consideration.

Sincerely,

Dave & Katie Cappozzo

[REDACTED]

McFarland, WI



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Nelson
First Name (Optional)	Sarah
Address (Optional)	[REDACTED]
E-mail Address (Optional)	[REDACTED]
Phone Number (Optional)	[REDACTED]
Project Name, as identified on notice	TRH Ordinance Updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative

I'd like to voice my concern with putting even MORE regulations and restrictions in our community, when other more pragmatic and logical approaches are within reach. Instead of deferring to the regulations in surrounding cities, let's be innovative and considerate of our overall goals for our community of McFarland at large. Instead of penalizing and restricting respectful and responsible homeowners with a carte blanche stifled approach (as proposed), let's use additions to the permitting process to regulate and monitor the ever growing use of TRH. Not only would policing the proposed restrictions be laborious from an administrative perspective, it is not financially beneficial to the Village either. Conversely, amending the ordinance to include significant fines for infractions of the ordinances would aid in compliance, offset the admin expenses for monitoring this ever growing venture, and address any issues SPECIFICALLY and expediently. No one in this community wants to see disrespectful or un-neighborly behavior; implementing protocols for addressing issues immediately and putting the responsibility directly on the homeowner's to rectify the problem within a timeframe is a more reasonable and feasible. As a homeowner and operator of a TRH, I am always available to my neighbors via text and in my absence, have a point person at the ready to be responsible for any issues. I propose a protocol be implemented and given to each surrounding neighbor to have a means of contact with temporal parameters; giving owners a timeframe to amend any reasonable infractions (parking, noise, etc) with the consequence of fine and revocation of permit as collateral. For example, if guests are playing music too loud outside or being obnoxious; a text directly to the owner from the neighbor should be made and the owner or their representative must address and rectify the problem within "x" hours. If the behavior persists, the owner is fined. If the owner continues to be "non-selective" in their acceptance of guests (guests have a rating system so owners are able to see their reviews and be discerning), apply the three strikes and your out principle and revoke the permit for 12-months. It's a simple approach, is self-monitoring, and dissuades lackadaisical owners from

pursuing this avenue of offsetting the exorbitant costs of home ownership in this difficult economic environment. Thanks for your time and consideration.

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.



Public Notice Feedback

This form is provided for you to provide feedback on the public notification you received. Public feedback will be provided to both staff and governing bodies responsible for decision making.

Last Name (Optional)	Rogers
First Name (Optional)	Becky
Address (Optional)	[REDACTED] McFarland, WI 53558
E-mail Address (Optional)	[REDACTED]
Project Name, as identified on notice	TRH Ordinance Updates

Comments/Feedback

Comment(s)/Feedback about the project/initiative To whom it may concern,

Thank you for the opportunity to provide input regarding the review of the Tourist Rooming House (TRH) ordinance. I am submitting comments based on the perspective of the McFarland Chamber of Commerce.

We understand and appreciate the Village's desire to balance neighborhood character, safety, and economic vitality. Short-term rentals can create concerns when not properly regulated, and it makes sense to evaluate policies periodically to ensure they reflect community values.

That said, we would encourage the Board and Public Safety Committee to carefully consider the broader impact of imposing both a 7-day minimum stay requirement and limiting operations to one 180-day period per 365 days.

A mandatory 7-day minimum stay would significantly reduce flexibility for families visiting for long weekends, sporting events, graduations, and other short trips that bring tourism dollars to our community. Especially because of our proximity to Madison, many visitors do not travel for full-week stays, and this requirement may unintentionally push them to neighboring communities instead.

Similarly, restricting operations to a single 180-day period each year could substantially impact homeowners who rely on short-term rental income to offset property taxes, rising costs, or seasonal usage of their homes. For some residents, this income makes continued homeownership possible.

If concerns center around safety, noise, or neighborhood disruption, we would respectfully suggest focusing on clear enforcement standards, occupancy limits, local contact requirements, and penalties for violations rather than broad restrictions that affect responsible operators. We would appreciate the Village's thoughtful review process and encourage consideration of policies that protect

neighborhood quality while also supporting property rights and local economic activity.

From the perspective of the Chamber of Commerce, we represent our local business community. The short-term rentals contribute directly to the local economy beyond lodging. They generate room tax revenue that is reinvested back into the community to support free public events, tourism promotion, local programming, and other initiatives that enhance quality of life for residents. Reducing the viability of short-term rentals would likely reduce this revenue stream and, in turn, impact the community benefits it supports.

Thank you for your time and consideration.
Board of directors,
McFarland Chamber of Commerce

Follow-Up

Would you like to request direct follow-up from a Village staff member regarding your comment(s)/feedback?

No, I do not wish to be contacted.

Dear Village Board Members,

We are writing as licensed short-term rental owners in the Village of McFarland to respectfully comment on the proposed change requiring a seven-night minimum stay for short-term rentals among the other restrictive changes being considered for Tourist Rooming Houses.

For reference, my wife and I are almost 30 years residents of this community.

We have owned and operated our property as a legally licensed short-term rental for over three years, holding all required licenses from both the Village of McFarland and Dane County. Throughout this time, we have operated responsibly, complied with all applicable regulations, and maintained a strong record with no ongoing issues or complaints.

It is important to note that we have NEVER had a noise complaint, police call, angry neighboring concerns or any property damage at our rental – Not one. In fact, we have had neighbors explicitly tell us that our rental is “very nice and we don’t even know anyone is there” and have subsequently apologized for raising early concerns when we began our TRH operation.

Our rental primarily serves weekend visitors attending University of Wisconsin–Madison events such as Badger football games, graduation ceremonies, and other weekend activities in the Madison area. These visitors contribute directly to the local McFarland economy by dining at local restaurants, shopping at local businesses, and supporting area services. Weekend stays are the core of our rental model, and a seven-night minimum stay would effectively eliminate our ability to continue operating in any meaningful way and serve as primarily a overall ban on our property’s use.

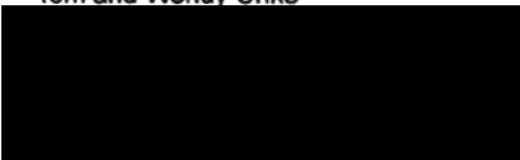
We are concerned that the proposed requirement would function as a de facto prohibition on our existing, lawful use of the property. We are against any changes to the current ordinance – an Ordinance that served as the basis for us buying this property. Given that we were licensed and operating well before this proposed change, we respectfully request that IF the Village considers any ordinance that they do so allowing for grandfathered status of existing TRH license holders. Grandfathering currently licensed short-term rentals or adopting a more moderate minimum stay requirement would still address community concerns without eliminating established businesses who have done so legally and respectfully.

Additionally, we understand that only 10 or so existing licenses exist in this community. Certainly, this doesn’t seem to rise to a significant issue currently. We hope that the board fairly and objectively supports us minority group as equally as other concerned residents when considering any changes.

We value being part of the McFarland community and take seriously our responsibility to be good, respectful neighbors. We believe there are reasonable and existing alternatives — such as enhanced enforcement of existing noise, parking, and occupancy rules — that can easily address any potential concerns without imposing a blanket restriction that disproportionately impacts compliant and existing TRH license holders.

Thank you for your time and consideration. We appreciate the opportunity to provide input and would welcome continued dialogue as the Village evaluates alternatives to existing TRH ordinances.

Sincerely,
Tom and Wendy Unke



3/2/26

Christine Olgren, [REDACTED], Mcfarland

Thank you for scheduling this public hearing for input into the review of Mcfarland's ~~Tourist Rental Housing~~ ordinance due to the growth in tourist rentals. *TRH*

The village is suggesting two changes in regulations: a 7 day minimum stay, and limiting the rental period to 180 days. The suggestions are helpful, *& I SUPPORT THEM* but will they solve the problems of tourist rental density in some neighborhoods and no-host situations where a property owner or agent is not present during a rental stay? Even with the 180 day restriction on rentals, it leaves a gap of 180 days when a unit can be rented but no host is present as a monitor. The no host situation opens the door to permit violations, parties, noise, traffic, excess guests, property damage, and safety concerns that can have a big impact on neighbors living nearby, policing agencies, and the quality of community life overall.

Other WI communities are also trying to deal with these challenges. WI Dells, for example, is trying a two-tier zoning, one for residential short-term rentals with owner-occupants and another for commercial rentals with non-occupant owners. Monona and Verona have apparently added restrictions to their ordinances to say a short term rental must be the primary residence of the property owner, and if the owner or agent is not present at the unit, rentals are capped at 30 days per license year. While owner-occupancy may raise questions with the Right to Rent Law, perhaps the law itself

needs review given the growth in short term rentals. As the Right to Rent law states, “If the owner does not live on site, stricter regulations apply...or additional local permits or restrictions...such as the City of Madison’s Zoning TRH Permit limiting short term rentals to the host’s primary residence.

In closing, I support the 7-day and 180 day requirements. I also urge McFarland to pursue the following:

1. Further exploration into regulating owner occupancy of short-term rentals, given changes in the marketplace.
2. A 30-day cap per license year on short-term rentals when an owner or agent host is not present at the unit.
3. Improvements in communications, such as clear procedures for reporting and recording permit and nuisance violations, 3 strike revocation of permits, increased permit fees, increased fines, helplines, and liaisons linking residents, police, and village staff.

Thanks for your consideration.

TRH Meeting Comments, March 2, 2026


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, March 2, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Brian Redman,
Police Chief

AGENDA ITEM: Discussion and recommendation on changes to Village's Tourist
Rooming House(AKA short term rental) Ordinance.

PREVIOUS ACTION:

ISSUE SUMMARY:

Following the Public Hearing, the Committee will take up discussion on making a recommendation to the Village Board regarding the proposed changes. Recommendation could include recommending approval of the changes, recommending no action and no changes be made, and/or a recommendation that includes additional changes or regulatory considerations.

FINANCIAL/BUDGET IMPACT:

There could be financial implications for room tax revenues based on changes made and the degree to which they would affect revenues.

VILLAGE PLAN REFERENCE:

N/A

ORDINANCE REFERENCE:

[Tourist Rooming House Ordinance](#)

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and making a recommendation to the Village Board regarding possible changes to the ordinance.

ATTACHMENTS:

None


VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Monday, March 2, 2026

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk

AGENDA ITEM: Discussion and recommendation on Ordinance 2026-04: an ordinance increasing municipal court fees.

PREVIOUS ACTION:

ISSUE SUMMARY:

In 2026, the Wisconsin Legislature passed 2025 Senate Bill 470 and Assembly Bill 320 to raise the allowable Municipal Court fee from \$38 to \$48. The fee had not been adjusted since 2013. Attached is Village Ordinance 2026-04, which would allow the Village to increase the municipal court fee to \$48.

FINANCIAL/BUDGET IMPACT:

Increase revenues for Municipal Court

VILLAGE PLAN REFERENCE:

N/A

ORDINANCE REFERENCE:

[Village Ordinance 1-20](#)

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for approval

Motion to recommend approval of Ordinance 2026-04: an ordinance increasing municipal court fees.

ATTACHMENTS:

1. 2026-04 Increasing Municipal Court Fees

ORDINANCE 2026-04

AN ORDINANCE TO AMEND SECTION 1-20 OF THE MUNICIPAL CODE TO SET MUNICIPAL COURT COSTS.

Purpose: To set the amount of municipal court costs.

Sponsor: Cassandra Suettinger, Deputy Administrator/Clerk

Recommended Referral: Public Safety Committee

Public Hearing: Not required

WHEREAS, Wisconsin law requires municipal courts to collect court costs upon a determination of guilt by the court; and

WHEREAS, the current municipal code does not set the amount of costs to be collected, and it is in the public interest to amend the code to set this amount.

NOW, THEREFORE, the Village Board of the Village of McFarland, does ordain as follows:

Section 1. Section 1-20 of the McFarland Municipal Code is amended to read as follows:

1-20 Schedule Of Cash Deposits

The schedule of cash deposits for the various ordinances for which a citation may be issued are as established on the deposit schedule promulgated by the municipal court and adopted by the Village Board, a copy of which is on file with the Village Clerk. In addition to the deposit amount listed, the deposit must include court costs, surcharges, and assessments as imposed by Wis. Stats. § 800.10. Court costs shall be the maximum amount as permitted under Wis. Stats. § 814.65(1). The Chief of Police shall be provided a copy of all bond schedules and amendments thereto.

Section 2. This Ordinance shall take effect as provided by law.

The above and foregoing Ordinance was duly adopted at a regular meeting of the McFarland Village Board on the ____ day of _____, 2026.

APPROVED:

Stephanie Brassington, Village President

ATTEST:

Cassandra Suettinger
Deputy Administrator/Clerk

ORDINANCE 2026 – 04	
MOTION	SECOND
ACTION	DATE
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
INDIVIDUAL VOTING RECORD	
Annen –	Leamy -
Brassington –	Fessler –
Boyd–	Peña –
Prill -	
VOTING RESULTS	
Motion Carried	
Motion Defeated:	